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# The Voice of the On-Site Power Generating Industry

Space Weather and Electric Grids An Unrecognized Systemic Risk -Failure of Power Grids on a Grand Scale

# Plus:

# Tradeshow Turnaround

How to Convert Tradeshows from "Expensive Appearances" to "Profitable Investments"

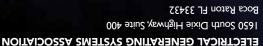
2013 NFMT Wrap Up

2013 EGSA Spring Convention Wrap Up

Awards in EGSA-lence

Prime Power Services, Inc. Member Profile







# THE ENERCON CAPABILITY

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# POWER PACKAGES FOR ANTARCTICA

# SPECIFICATIONS:

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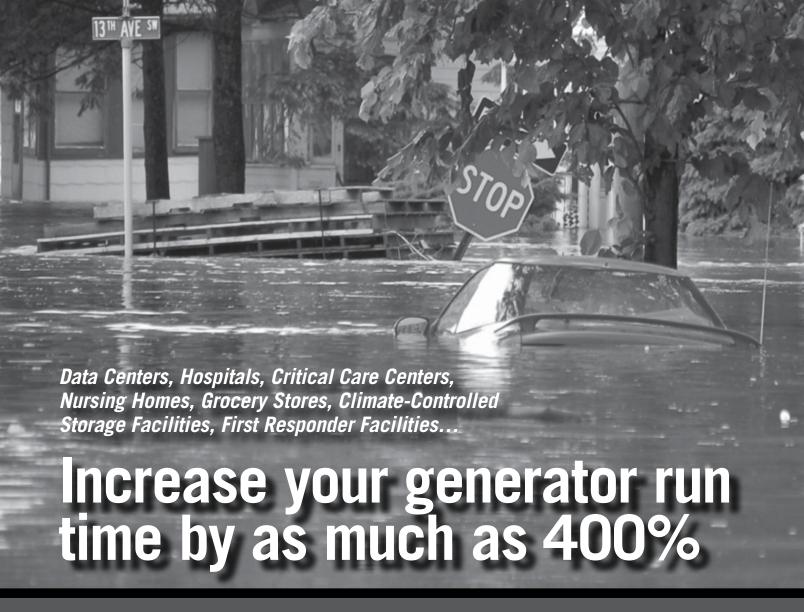
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# **Industry Trade Shows**

## **POWER-GEN International 2013**

NOVEMBER 12-14, 2013; Orlando, FL

The world's largest show for power generation, featuring the EGSA On-Site Power Pavilion. For exhibit information, contact EGSA at (561) 750-5575, ext 205 or e-mail Jalane Kellough at *J.Kellough@EGSA.org*.

# **Conferences & Conventions**

# EGSA 2013 Fall Technical & Marketing Conference

September 15-17, 2013; Seattle (Bellevue), WA

The Fall Technical and Marketing Conference is held during September and is designed to focus on technical and marketing issues. Registration information will be available online at www.EGSA.org or call (561) 750-5575.

# NFMT Conference & Expo 2014

March 4-6, 2014; Baltimore, MD

The country's #1 conference and exposition for non-residential building owners; facility managers; maintenance engineers; directors of sustainability; planning; operations and management. EGSA has partnered with NFMT to launch the Power Source Pavilion. The Power Source Pavilion and educational sessions will

provide facility professionals with exclusive access to on-site power solutions. For exhibit information, contact EGSA at (561) 750-5575, ext 203 or e-mail Kim Giles at K.Giles@EGSA.org.

# EGSA 2014 Spring Convention

March 23-25, 2014; Savannah, GA

EGSA's Annual Spring Convention features educational sessions on a broad range of issues impacting today's On-Site Power industry. More information will be available at www.EGSA.org or by calling (561) 750-5575.

#### **EGSA 2013 On-Site Power Generation Schools**

The most complete overview of an On-Site Power Generation System available. Now offering Continuing Education Units (CEUs)! For information, visit www.EGSA.org or call (561) 750-5575.

#### **Basic Schools**

Austin, TX	August 13-15
Orlando, FL**	
*To be held concurrently with POWER	-GEN International 2013

# **Advanced Schools**

Buffalo, NY	June 2	24-27
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Throughout every issue of *Powerline*, trademark names are used. Rather than place a trademark symbol at every single such occurrence, we aver here that we are using the names in an editorial fashion only. EGSA has no intention of infringing on these trademarks.

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# FROM THE TOP



Debra Laurents 2013 EGSA President Debra.M.Laurents @cummins.com

# **Reaching New Heights**

Tave you heard? EGSA is hosting an Execu-Ltive Leadership Summit at the Fall Technical & Marketing Conference! Our members have been very supportive of our organization over the years: providing speakers for conventions, writing articles and white papers, teaching classes, participating in and leading our committees. The list goes on. This fall that support reaches a new level. Executives from our five largest genset manufacturers are coming together to participate in an unprecedented panel discussion. They are not only top leaders in their companies, they also represent some of the best talent in our industry today. I hope you will join us for this dynamic exchange of ideas, as we explore some of the prevailing topics in on-site power generation.

I would like to send a special thank you to each of the panelists for their participation:

**Bob Koval,** Electric Power General Manager, Investor Projects, Caterpillar, Inc.

Dennis Heathfield, Executive Director,

Power Systems Business, Cummins Power Generation

**Aaron Jagdfeld**, President/CEO, Generac Power Systems

Larry Bryce, P.E., President, Kohler Power Systems

Matthias Vogel, Vice President, Global Sales, MTU Onsite Energy

We will have a unique opportunity to hear their perspectives on the power generation industry, our challenges, opportunities and successes.

I would also like to acknowledge the members of the Leadership Summit working group. This group is responsible for the planning and coordination of this special event:

Armand Visioli, ASCO Power Technologies

Michael Pope (Chair), Clariant Corp.

Mike Osenga, Diesel & Gas Turbine Publications

Charlie Habic, Gillette Generators

**Rick Morrison,** Nixon Power Services, Co.

**Ed Murphy,** Power Search, Inc.

Kim Giles, Staff Liaison and EGSA Marketing Manager

In addition to helping with the planning, Mike Osenga will also moderate the Summit. Not only does he bring a lot of industry knowledge to the table, he also has valuable experience moderating panel discussions in the construction equipment industry. As an experienced moderator, Mike will help us to maximize the effectiveness of the discussions.

What would you like to learn from this distinguished group of panelists? The Working Group is accepting your questions through June 1. Your questions will contribute to the success of this event. Here are some tips to consider when preparing your questions:

- Ask open-ended questions that require more than a yes/no answer.
- Questions should challenge the panel. Our panel is made up of some of the top talent in our industry. Let's take full advantage of this rare opportunity to learn from them!
- Ask questions that will encourage discussion Butive Leaners among the panel members.

Send your questions to email@ egsa.org. We appreciate your in-

Ed Murphy, Chairman of the Communications and Conventions Committee, is excited about the value the Executive Leadership Summit will bring to the Fall Conference: "The opportunity to have five of the major influencers in the power generation market

place under one roof is unprecedented. This is an event you don't want to miss!" Our Fall Conference is scheduled for September 15-17, 2013 in Seattle, Washington. The Summit will be conducted during the Tuesday educational sessions. Mark your calendars. We would love to have you join us! ■

# **EDUCATION**



Bob Breese EGSA Director of Education b.breese@EGSA.org

# **Technician Certification**

Is Technician Certification important to our industry? Is it important to our manufacturers, distributors, dealers, and service providers? I would have to say, unequivocally, YES! The equipment our technicians install, service, maintain, and trouble-shoot comprises mechanical, electrical, electronic, hydraulic, communication, programming and a myriad of other elements which take a high level of knowledge, experience, training, and skill to master. And, looking around, I have not found any other association or organization that provides an equivalent certification.

I get frequent calls from technicians looking for information about the EGSA Technician Certification Program. They almost always ask three important questions.

First, "How do I prepare to take the test?" I always suggest two steps. First, get the Study Guide and the EGSA Reference Book (4th Edition). The Study Guide provides a detailed listing of all of the tasks and knowledge areas a technician should be familiar with prior to taking the test. Each category also has a list of references where detailed information can be found. The Study Guide also contains a battery of questions very similar to those found on the test, and divided into the same categories that the test covers.

The second thing I recommend a technician do prior to taking the test is attend one of the EGSA Advanced Power Schools. The information in the Advanced Power School can provide a lot of details in areas that a lot of technicians, particularly those with less than 5-10 years of field experience, will need to enable them to successfully pass the test. For more information about the EGSA Basic & Advanced power schools and schedule see our website.

The second question is like the first, "What does the test cover?" The test consists of 200 multiple-choice questions developed by knowledgeable experts working in our industry. Testing covers Basic Electricity, Prime Movers, Generators/ Alternators, Engine Generator Instrumentation and Controls, Governors, Automatic Transfer Switches, Voltage Regulators, Multiple Generator Switchgear & Controls, Auxiliary Support Systems, Startup/

Commissioning, and Troubleshooting System Problems. This information, and more, is available under the Technician Certification section of our *EGSA.org* website directory.

Regarding the EGSA Study Guide, a comment I hear frequently from some of those who have taken the test is that the test contains the same questions that are found in the study guide. This is not true. The Study Guide has questions similar to those on the test that cover the same categories, but the questions are not the same. The perception is present because for some knowledge areas there are limited ways to word a multiple-choice question; for example how many ways can you really ask, "Which of the following (equations) represents Ohm's Law"? So the perception is that some of the questions in the Study Guide can be found word for word in the test. I can say with all truthfulness, and with first-hand knowledge comparing the test questions to the study guide questions, that there are no identical questions between the two.

The third question I am asked is probably the most important. The technician asks, "What's in it for me?" This question often puts me at a loss for a good explanation. I would hope that personal satisfaction would play a large part in attaining certification, but that is not the reality. The reality is they are looking for a different value. I am not the employer. The dealer/distributor or service company who employs the technician is the only one who can put a value, for the technician as well as the company, on the certification. With more contract specifications, bid-specs and service contracts requiring the need for 'certified' generator technicians it would seem that the employer would see the value in having EGSA certified technicians. That value needs to be passed on to the technicians. The question is, how?

One enterprising service dealer, who at the present time has over 23 certified technicians, offers each technician who passes the certification test a cash bonus. He also offers a significantly higher bonus if they get a higher score than he got on the test (a good incentive to study). Another service dealer offers a percentage pay raise. These are both methods that show the technician a value, in real dollars, in taking and passing the EGSA Certification Exam.

Continued on page 17.

# ENGINEERED SOLUTIONS

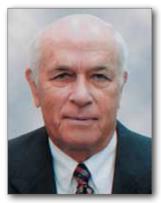
# **UL142 & UN31A TANKS**

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Herb Whittall EGSA Technical Advisor HWhittall@comcast.net

# **Codes & Standards**

The EGSA Spring Convention was very interesting as usual. The speakers were excellent and their topics on point. One very interesting presentation that took place during the General Session on Tuesday concerned what would happen if a severe solar storm (i.e. Space Weather) was directed towards Earth, similar to one that hit in the middle 1800's. According to what we learned, at present, it would most likely burn up the majority of the high voltage transformers in the world. There are things that could possibly save them, but only now are companies starting to make the necessary attachments. If a storm of any magnitude hit soon, it would take years to bring the grid back up.

# Codes & Standards Meeting, Monday, September 18, 2013

At the Codes & Standards Surveillance Committee Meeting, we discussed multiple "Recommended Practice" subjects. Todd Lathrop, the Committee Chair (Eaton Corp.) and EGSA Board Member, provided a presentation during the meeting concerning an "EGSA Recommended Practice Procedure."

This procedure was discussed at the Committee level, slightly modified and then presented to the Board of Directors (BOD) in their meeting on March 20th. Again, it was slightly modified and then accepted.

This new EGSA policy, approved by the EGSA BOD, is how such Recommended Practices must be approved moving forward. One item of interesting note that came up was who will be considered eligible to vote. The consensus of the Committee and the BOD was that although more than one person from a Member company may work on a Recommended Practice, only one vote per company would be allowed in approving such a practice.

# EGSA Member, Steve Evans of ASCO, requested that I include the following in my Standards article:

During the Convention, the Codes & Standards Surveillance Committee approved the EGSA Working Group to continue the development of the EGSA Digital Paralleling Recommended Practice (EGSA DPS). This Working Group will have a first draft prepared for Committee approval soon.

It is expected that the Working Group will solicit Member comments by this summer.

The EGSA DPS will be a digital communications link, initially on CANOpen and perhaps other physical layers later that will allow gensets from different manufacturers to KW and KVAR share on a digital link, instead of analog lines.

Additional features will include First UP Discrimination (or first generator on the Bus) and "plug and play paralleling". This is the result of a Member request made during the Genset Controls panel in Austin last year and a follow up request made this year by Massachusetts Institute of Technology (M.I.T.) on behalf of the US Military. If you would like more information or provide input, please contact Steve Evans at Steven. Evans @Emerson.com.

Another Recommended Practice being developed by an EGSA Working Group concerns Silencer Ratings. So far, the Team has come up with 6 levels of silencing and they hope to have the recommended practice ready for presentation at the Codes & Standards Surveillance Committee Meeting in Seattle. Board approval will be requested the following spring in Savannah, GA at the 2014 Spring Convention. Robert Simmons is the Working Group Chair and you may contact him at res@seismic-source.com.

Ray Stanko of Underwriters Laboratories (UL) also made a presentation during the meeting. He discussed UL 2200 Standard for Stationary Generator Sets and what UL tries to ensure in the way of Electrical Safety, Fire Hazards, Mechanical Safety and the safe operation of the equipment. There was a long discussion about large enclosures and how UL viewed them, as related

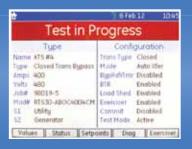
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The best transfer switches and bypass/isolation switches come with

the best controller









51	umma	ry 52		Feb 12 10.43 Fower
209	Vab	202	Vab	262.9 kW
208	Vbc	202	Vbc	264,4 KVA
210	Voa	203	Vca	-28.1 kvar
60.10	Hz	60.14	Hz	0.99 lead

Other transfer switch controls spit out status or error codes that must be deciphered.

The new Russelectric RPTCS Controller displays status messages in plain English and in color. With real-time voltage and frequency metering, as well as optional current and power metering, power quality monitoring, waveform capture, and historical trending, the RPTCS ATS Controller makes other controls seem positively ancient.

Don't settle for old-fashioned ATS controls... Insist on Russelectric.



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If Facility Managers Are Your Target Audience, Consider Exhibiting in the EGSA Power Source

Pavilion at the National Facilities
Management & Technology Show!

The National Facility's Management & Technology Show (NFMT) impressed more than 5000 Facility Managers in Baltimore, March 12-13, 2013. EGSA would like to take some credit for that! It was with great energy that EGSA, along with 20 of our members companies and 4 non-member organizations had 30 booths accounted for this year at NFMT.

Each year, engineers and facility managers spend thousands of dollars and invest hundreds of hours, carefully crafting, developing and installing On-Site Power Generation systems. The work can be intricate and difficult to navigate. There are so many variables involved, and they must each coordinate work with so many other disciplines—architects, suppliers, consultants and other professionals—to produce a unique system that precisely fits their facility's needs.

Here are a few highlights of NFMT 2013. If what you see interests you, please contact us! We hope to have more EGSA Members participate each year and "grow" the opportunity. Join us and exhibit in the EGSA Power Source Pavilion in 2014!





"The NFMT organization teaming with EGSA for the Power Source Pavilion is a stroke of brilliance. Seldom have I seen the combination of two distinct trade organizations yield such synergy as this combination provides! Bravo! Well done NFMT and EGSA!"

Ken Cockerham, Executive Vice President, Nixon Power Services, headquartered in Brentwood, TN

# The EGSA On-Site Power Pursuit Game... "Where You Ask, We Tell, You Win"

Have you ever been to an event where the organizers attempt to drive traffic to individual booths by having a "stamping" process? In other words, in order to participate in a drawing or contest, you must get your game card stamped by each of the booths that participated.

**Well, EGSA didn't do that!!** Instead, we organized a trivial pursuit game, asking each of our EGSA Power Source Pavilion exhibitors to submit a unique question about their products or services to form the EGSA On-Site Power Pursuit!

The NFMT registrants (all 5000+ of them) received an EGSA game card in their registration bag that explained the rules of the promotion and their opportunity to win an iPad Mini at the end of each day of the event!

The promotion was further supported by pre-event email blasts, a full page advertisement in the Show Directory and escalator signage. Hundreds of attendees participated in the daily contests where a participant had to get 3 of the 6 daily questions answered correctly in order to qualify to win the daily iPad Mini drawing.



Jeffrey DeAngelis won Tuesday's contest, here's what he had to say...

"The EGSA presentations at the NFMT 2013 show in Baltimore were very informative. The On-Site Power Pursuit Game was a great way to gather information about EGSA member companies in an organized format. The game questions were technical of nature and made it necessary to understand EGSA and its mission. The game made for a great way to interact with the EGSA Member companies."

Jeffrey A. DeAngelis, PE, Sr. Manufacturing Advancement Facilities Specialist, The Timken Company



You couldn't get in or out of the Convention Center show floor without seeing one of EGSA's 12 escalator signs promoting the contest, our Power Source Pavilion Exhibitors and our Power Track speakers!



# Power: Generation and Reliability Track

Sponsored by EGSA



Michael Pope, 2013 EGSA Immediate Past President Clariant Corp.

GSA sponsored the "Power: Generation and Reliability Track" at NFMT again this year through an inkind sponsorship agreement and in 2013, we made a big impact on the overall program! Working alongside our partners at NFMT, we added value to the overall program, developing quite an impressive list of speaker topics, presentations, even Continuing Education Unit (CEU) questions! (See sidebar for speaker and presentation details).

NFMT's tradeshow model is similar to an EGSA Convention, where education and exhibit hours do not overlap. This brings added value to the facility management professional, with no competition between earning CEUs and walking the tradeshow floor during the 3-day event.

# Tuesday, March 12

9:00 - 9:50 a.m. Michael Pope **Emergency Power for Facility Managers:** An Introduction to EGSA

10:00 - 10:50 a.m. Bhavesh Patel Backup Power: How Much and for How Long?

11:00 - 11:50 a.m. Ken Cockerham The Basics of Standby Power

## Wednesday, March 13

9:00 - 9:50 a.m. Don Bachman Modular vs. Component Standby Power Systems

10:00 - 10:50 a.m. Clay Taylor Load Banks: Generating Success

3:10 - 4:00 p.m. Harold Jarrett Remote Diagnostics & Failure Prevention on Standby Generator Systems

# Thursday, March 14

10:00 - 10:50 a.m. Dan Bigelow Maintaining Diesel Fuel Quality... Strategies for Ensuring Clean Fuel Availability When You Need It

2:10 - 3:00 p.m. Arnie Kravitz **Protecting Staff & Occupants from Electrocution** by High Current Leakages & Ground Faults

Bhavesh Patel, ASCO Power Technologies



Ken Cockerham, Nixon Power

Don Bachman, ASCO Power Technologies



Clay Taylor, ComRent Intl.

Harold Jarrett, OmniMetrix, LLC



Dan Bigelow, Reverso Pumps



Arnie Kravitz Technology Research Corp.



Michael Pope, who provided the EGSA presentation to kick off the Power Track, had 86 attendees during his education session. Facility Managers received CEUs for attending the

# **How did the Opportunity** Measure Up for EGSA & **Our Power Source Pavilion Exhibitors? Judge for** Yourself!

The EGSA Marketing Plan, which mirrors the objectives of the EGSA Strategic Long Range Plan (SLRP), is one of the top three reasons EGSA decided to use the NFMT event as a vehicle to reach several of our end-user target audiences (Facility Managers & Engineers) with EGSA branding and messaging.

EGSA leadership in 2010, guided by Past President Ron Hartzel, assigned a Trade Show Task Force of volunteer EGSA Members that walked several show floors to determine which end-user event would best suit our needs and meet the objectives of our Board. As a result of these efforts made by our Members, the NFMT Show was determined to be the clear choice.

In 2011, our Distributor/Dealer Chairman at that time, Vaughn Beasley, who is currently the 2013 President-Elect put it best, "EGSA has done a lot of pushing of our EGSA brand, the time has come for some pulling!" The DD Committee tasked EGSA Marketing to develop and nurture the education and brand image awareness for end-users in North America.

Still need convincing? How about a fresh perspective from our latest EGSA Member, as he tells why his firm joined EGSA at NFMT! "EGSA is an organization that combines certification, standardization and the collection of like-minded individuals in the area of on-site power generation. After doing extensive research, we found no other power generation association in the US with the longevity, credibility, visibility or number of members to match EGSA. In addition, as a green technology company, we found EGSA a leader in integrating our industry with traditional power generation companies" said Rick Kritschil, Chief Engineer, RGI Enterprises, headquartered in Pittsburg, PA.





# gratitude to the EGSA Power Source **Pavilion Exhibitors**

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Bell Power Systems Essex, NJ
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Enercon Engineering, Inc Peoria, IL
Ewing & Assoc Chester, MD
GFS Corp Weston, FL
Gillette Generators Elkhart, IN
Hotstart, Inc Spokane, WA
Kelly Generator & Equipment, Inc. Owings, MD
Mack Energy Systems Union, NJ
Mega Monitoring LLC Pompano, FL
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Power Pro-Tech Services, Inc Altamonte Springs, FL
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Technology Research Corp Clearwater, FL
WW Williams Brunswick, OH
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RCI Technologies . . . . . Indian Head, MD Clark Power Generation . . . . . Cincinnati, OH Natl Assn of Power Engineers . . Chicopee, MA

# NFMT 2013 Testimonials

"It was rewarding to have considerably more recognition and interest in EGSA from facility managers at the NFMT event this year. There were eight Power

Track educational sessions presented by EGSA Members. I had the honor to make the first presentation "An Introduction to EGSA" with almost 90 people in attendance! A show of hands revealed that approximately 80% had the responsibility of generator sets at their facility. All of the EGSA sessions were

"NFMT provided a great opportunity for us to speak to facilities professionals. We were able to demonstrate the tremendous value in generator monitoring and how monitoring can lead to proactive versus reactive data-driven decisions. Thank you to EGSA for continuing to be a leader in the marketplace. See you next year!"

Harold M. Jarrett, Chief Technology Officer, OMNIMETRIX, LLC headquartered in Buford, GA.

"I had the opportunity to present during the EGSA sponsored "Power: Generation & Reliability Track" and it was an eye-opening experience! More and more, Facility Managers are seeking information and education on our Industry and the products and services that we provide to their industry. This event was well worth our time and financial commitment."

Dan Bigelow, Chief Operating Officer, Reverso Pumps, headquartered in Fort Lauderdale, FL (and sister company of Separ of Americas, LLC).

"Our first time exhibiting at NFMT 2013 was good for Chillicothe Metal in that we talked to a number of potential customers at the show. Our customers are primarily gen-set dealers/distributors and several of these contacts were also exhibiting at the show. Given the cost of the show and the contacts we had, it was worthwhile for us. It only takes a couple of good contacts to make our ROI. Between our low cost to exhibit and the other exhibitors we called on; it was a good investment this year."

Steve Stoyanac, Marketing Manager, Chillicothe Metal Co. headquartered in Chillicothe, IL.

"For Pritchard Brown, NFMT is an excellent trade show opportunity. Although smaller than Power-Gen, the show audience seems much more targeted for true sales opportunities. Delivering our story directly to facilities managers and specifying engineers seems to offer way more 'bang for the buck' than sifting through all of the noise we encounter at the bigger shows. EGSA's pavilion is growing, and we anticipate continuing our participation."

Mike Witkowski, Chief Operating Officer, Pritchard Brown, headquartered in Baltimore, MD.

"Our booth was visited by healthcare facility directors, City Services managers for water and electrical groups, as well as local municipal utilities. We also had consulting engineers visiting our booth inquiring about Enercon's switchgear and CHP offerings. We attended most of the EGSA-sponsored Power Track and were pleased with the topics and quality of presenters. The topics were focused to the Facility Manager, which was a very interesting perspective. Enercon Engineering is planning to exhibit in next year's NFMT Show. We are also considering attending the Fall NFMT Conference and Expo in Las Vegas."

Dave Philips, Regional Sales Manager, Enercon Engineering, Inc., headquartered in Peoria, IL.

"If you are a Facility Manager or Engineer, managing a complex system like a genset, you need to know about the EGSA Technician Certification Program. EGSA is trying to reach the people who not only hire the technicians, but have skin in the game if they don't make sound business decisions. The NFMT Show delivered in several ways towards reaching that EGSA goal."

Laura Kelly, Industrial Sales Representative, Kelly Generator & Equipment headquartered in Owings, MD.

"The NFMT show brings our customers to us and being a member of EGSA for a number of years, this is another opportunity for us to flourish and to make new relationships found at the NFMT conference and exhibition which has doubled our corporate exposure. The Show also offers us the opportunity to see some of our customers from Power-Gen Intl., and to follow up on those opportunities.

Lanny J Slater, Director of Sales, GFS Corporation headquartered in Weston, FL.

very well attended (Bhavesh Patel of ASCO must have had almost 150 people in the audience – standing room only!) and there were many good questions from the floor after the presentations.

At the EGSA Power Source Pavilion, there was considerable interest in

all the displays and this was enhanced by:

**a.** the EGSA free iPad Mini competition that required attendees to ask selected questions at Member booths for a chance to win each day,

**b.** there was no conflict between the educational sessions and the expo hours, and

**c.** EGSA had great promotional signage at all of the approaches to the expo hall.

I think the EGSA booth helped to generate awareness and understanding of the Association's role in On-Site Power, particularly as a voice for all stakeholders and as the best source for power generation educational programs. Many facility managers were enthusiastic about the EGSA Certified Technician program. I found it interesting that many of the facility managers I spoke with had multiple gensets in their care. For example, a university FM had 16 gensets on his campus.

This was the second year that EGSA has promoted this show to our Members. We had a 30% increase in booth space, mainly due to the very high percentage of generator set customers/end-users in attendance."

# Michael Pope,

2013 EGSA Immediate Past President, Clariant Corp.

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# **EDUCATION**



Continued from page 8.

A good opportunity to get more ideas, and share yours, about the value of certification would be found by attending the EGSA Annual Fall Technical and Marketing Conference, this year being held in Seattle, WA. The Distributor/Dealer Committee meeting is a must if you want to network and share ideas regarding technician certification and value.

Our hope within EGSA is that more dealers, distributors, service dealers, manufacturers and others who provide service to the power generation industry, will see the value in certification, and reward those technicians who are willing to put in the time and effort to pass the test and become an EGSA Certified Electrical Generator Systems Technician.

As always, if you have questions, comments, or thoughts regarding the EGSA Education programs, feel free to contact me. Phone: 262-225-3107, or email: b.breese@egsa.org.

Continued from page 10.

to the integrity of UL 2200 certification. There was no definite conclusion to these discussions, since many variables are involved.

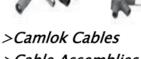
Ray also brought up the subject of whether EGSA should have representation on NFPA 37 Stationary Combustion Engines and Gas Turbines. To date, we have not, but it is the Standard referenced in Steve Sappington's change to UL 2200 mentioned below. Sappington is the Engineering Standards Manager, EPD Diesel North America (and also an EGSA Certified Technician) at Caterpillar, Inc.

UL 2200 has a request from Sappington to change the way the instructions are given concerning exhaust systems that are shipped "Not installed." Currently there has to be markings on the product. Steve's requested modification would include the instructions (in the Instruction Manual) to be sent by the Manufacturer to the customer. Considering the number of items already requiring labels on the product, this would be a good change for all.

A few final items worthy of mentioning, for those of you who did not notice, in Diesel Progress (February issue), the Chinese company, Weichai Power has contracted with Ricardo plc to design a series of engines in the 1 MW to 3 MW range. According to the article, they will be "fuel efficient engines that are both clean and internationally competitive."

Finally, an item of note regarding the use of steel that incorporates components from the Democratic Republic of the Congo (DRC). The Dodd-Frank Wall Street Reform and Consumer Protection Act of 2010, Section 1502, requires that publicly-traded companies disclose the presence of certain "blood" minerals (Tantalum, Tin or Tungsten) and if they were sourced from mines in the DRC. For complete information, read the article in the Diesel Progress by Chad Elmore (Page 40, March 2013 edition).





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# Space Weather and Electric Grids An Unrecognized Systemic Risk Failure of Power Grids on a Grand Scale By John G. Kappenman

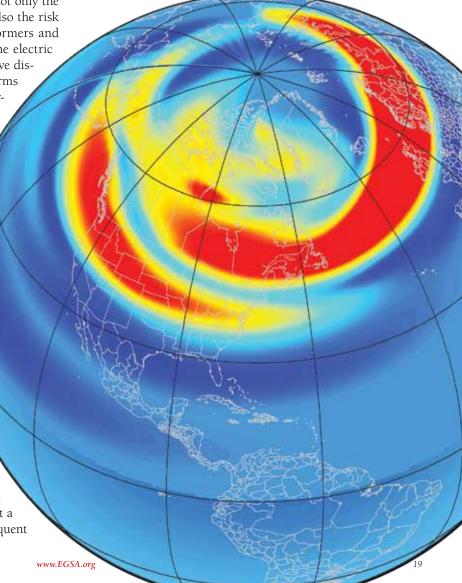
R ecent analysis carried out for the US FERC and DOE, the Congressional EMP Commission, FEMA (under auspices of Executive Order 13407) and the U.S. National Academy of Sciences has determined that severe geomagnetic storms (i.e., space weather caused by solar activity) have the potential to cause crippling and long-duration damage to the North American electric power grid.

The primary impact to the electric power grid is not only the possibility of a large scale blackout of the grid, but also the risk of permanent damage to extra high voltage transformers and other key apparatus constituting the backbone of the electric grid infrastructure. This damage results from impulsive disturbances in the Earth's magnetic field caused by storms which induce currents (geomagnetically induced currents or GIC) to flow in exposed electric grid infrastructures causing permanent damage across these continental electric grids. Apparatus (such as High Voltage Transformers, Generators and even Circuit Breakers) are key, scarce, and difficult to replace assets for the highly interconnected high voltage electric network, especially when damage occurs on a widespread basis that had not previously been understood or accounted for in network risk analysis.

Severe geomagnetic disturbances can appear simultaneously over wide geographic regions (even to a Planetary scale) with a capability to produce significant collateral damage across the North American electric grid. The wide-spread permanent damage can cause an extremely slow pace of restoration from such a large outage, causing multiplying effects that could hold our society at risk of catastrophic consequences. Contemporary experience from the March 13-14, 1989 geomagnetic storm demonstrated that disturbance intensities of ~300-550 nT/min (a measure to describe the rate of change of the geomagnetic field which produces GIC) caused not only a blackout in Quebec but also several large transformers to fail at a nuclear plant in southern New Jersey. Smaller subsequent storms have resulted in damage to other transformers around the world, even at lower latitudes.

However, the big concern is that these were impacts observed for relatively small storms and we have new perspectives on how big these storms can be. Recent analysis of historical evidence indicates that more severe storm levels could reach an intensity of as much as 5000 nT/min, ~10 times larger than the March 1989 storm. Today's electric grid has not been exposed to these relatively rare events, nor is it desirable for society as a whole to learn firsthand how much damage could occur, though simulations indicate the impacts could be devastating. This threat could pose one of the largest natural disaster risks that the country could face. Estimates indicate this event could have yearly financial impacts exceeding \$1 trillion and with recovery times that could span many months to multiple years, which would also place many lives at-risk, especially the vulnerable and the weak within society. These storm events can have a continental and even planetary footprint causing widespread disruption, loss and damage to the electric power supply for the United States or other similarly developed countries around the world.

Figure 1 - Synoptic map of geomagnetic field disturbance conditions at 22:00 UT, March 13, 1989



Powerline • May/June 2013

These startling new thresholds for catastrophic failure would not only impact infrastructure operators, but also their customers, innocent bystanders and future generations of the country. The long term outages to the electric grid fit within Perrow's definitions [Normal Accidents] as he applies it to "enterprises [that] have catastrophic potential, the ability to take the lives of hundreds of people in one blow, or to shorten or cripple the lives of thousands or millions more."

The US National Infrastructure Plan defines "Risk" as a function of threat, vulnerability and consequence. In terms of Space Weather, all of these risk functions have grown unknowingly to alarming levels. Electric energy constitutes more than 40% of all US energy consumed (more than twice the level of oil) and the degree of inter-dependence virtually assures either immediate or eventual collapse of all other critical infrastructures once electric supply is incapacitated. These services supply the potable water, perishable foods and perishable medicines and the multitude of other things we

take for granted in our "just in time supply" society. Space weather and its consequences had not even been previously recognized as a geo-hazard (unlike earthquakes, hurricanes or other more familiar modes of severe terrestrial geo-hazard). As others have simply concluded, this event has the ability to return the US society to a pre-industrial era, only with an insufficient supply horses or pump handles to meet society's needs.

# How Did This New Threat Risk Suddenly Happen?

This is a case of collective miscalculation of risks that spanned across multiple areas of engineering and scientific disciplines that normally had little reason for ongoing interaction and coordination. Both government and industry played roles in this process as well as broad segments of the scientific and engineering communities that interacted on both space weather and electric grid design over many decades.

The first problem was one of incorrectly classifying the extremes of the impulsive disturbances that can occur during a geomagnetic storm. This had simply not been contemplated or done by the space weather scientific community in a manner useful to the electric power industry. Using the traditional NOAA geomagnetic storm indices (for example the K Index), the March 1989 storm was ranked as the third largest storm of all time (since rankings started in 1932), lagging the next two larger storms by just a few percentage points using this scale. The problem was that these indices were 3 hour averages and would not characterize properly one-minute or less severe variations of the disturbance environment (dB/dt in nT/min) that are necessary to understand the Faraday induction causing GIC flows in exposed electric grids. Rather, the Indices produced a blurring and miss-characterization of important time-cadence specific details of the threat environment. Also the indices saturated at the peak K9 intensity for low thresholds of disturbance. Unfortunately subsequent K9 storms post-March 1989 were all smaller dB/ dt intensity than March 1989, without this being communicated in that manner to the electric power industry. This arguably created a

sense of false confidence and complacency that the electric power industry had done enough post-March 1989 to prepare for future storm threats.

While the March 1989 storm was perceived to be representative of the worst-case threat that could occur, the actual intensity observed in dB/dt across much of the US in March 1989 was limited to around 400-500 nT/min. When a more comprehensive analysis of both contemporary and historic storm data was undertaken, the data showed that dB/dt impulsive disturbances larger than 2000 nT/min have been observed on at least three occasions since 1972 at latitudes of concern for the North American bulk electric system, a peak intensity roughly four times larger than the levels experienced in March 1989. In extreme scenarios, available data suggests levels as high as 5000 nT/min may have occurred during the geomagnetic storm of May 1921, roughly 10 times larger than the disturbance levels observed in 1989.

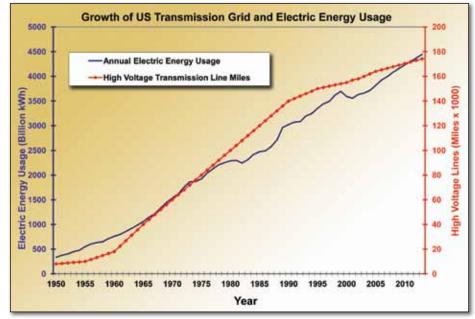


Figure 2- Growth of the US High Voltage Transmission Network and annual electric energy usage over the past 50 years. In addition to increasing total network size, the network has grown in complexity with introduction of higher kV-Rated lines that subsequently also tend to carry larger GIC flows. (Grid size derived from data in EHV Transmission Line Reference Book and NERC Electricity Supply & Demand Database; Energy usage statistics from US Dept of Energy-Energy Information Agency)

In addition to the lack of knowledge about the extremes of the threat environment, electric grids had simultaneously also developed over many decades in a way to make themselves more coupled, entangled and vulnerable to the geomagnetic storm threat as well. The network of high voltage transmission lines has grown in concert with increasing electricity utilization. Figure 2 shows a tenfold increase in the size of the network that now acts as an "antenna" that couples to disturbances of the geomagnetic field. There are also embedded many other design and operational factors such as higher operating voltages, transformer core designs. This has had an effect of accelerating the risks by stacking network growth risk multipliers on top of equipment design risk multipliers into the grid

infrastructure from this threat. All of these design decisions were carried out for clear and worthwhile engineering goals to lower capital costs, improve efficiencies of the network for the conditions they understood, etc, but they were also undertaken without any rational design consideration being made about the new risks that would develop and migrate into this infrastructure due to space weather. No design code for grids themselves or the key equipment within the grid has ever been developed that took GIC and space weather threats into consideration. This process has spawned the concerns about the "Unrecognized Systemic Risk" that now is being debated.

# A Blackout Unlike All Others Before

Society does have experience with occasional large scale electric grid collapse and blackouts and future blackouts due to causes other than space weather are certain to occur again in the future. Fortunately when widespread, these blackouts have all been relatively brief occurrences, at least until now. Many of the critical services and systems have some means of maintaining continuity throughout short duration blackouts, most use small on-site backup generation (this is the case for hospitals, telecommunications etc). In most cases, the electric grid is usually restored within a matter of a few days. The recent North American blackout of August 2003 affecting nearly 60 million people avoided long-duration outages primarily because very little damage occurred to electric grid assets during the collapse itself. As New York ISO CEO William J. Museler noted in Electricity Daily, "the blackout could have damaged the electric generation plants or transmission lines. Had that kind of damage occurred, it could have taken days, weeks, or even months to restore." That outcome may be in doubt for future events triggered by severe space weather. Geomagnetic disturbances has a unique capacity to cause widespread, near simultaneous damage to equipment across the grid.

Permanent damage to key electric grid equipment is an important hinge issue. Transformers and other vulnerable equipment have not been previously designed with any GIC withstand specified. Transformer manufacturers have recently provided information on the ability to develop transformer designs that can achieve higher levels of GIC-withstand. While this is an important and encouraging development that awaits vetting, there will continue to be a large population of existing transformers with a "Design Basis" that may not provide adequate "GIC-Withstand." Historically—and even post-March 1989—no industry "GIC-Withstand" standard has ever been adopted or widely specified in transformers purchased over that timeframe.

In the case of transformers on the US grid, the demographics of their age and exposure to prior insults must also be considered. Prior storms have subjected them to heating insults to their cellulose Figure 3 This map provides an output summary from large scale modeling of the US Extra High Voltage (EHV, 345kV, 500kV & 765kV) for simulation of a probable extreme geomagnetic storm scenario (4800 nT/min geomagnetic field disturbance at 500 geomagnetic latitude scenario).

The above regions outlined are susceptible to system collapse due to the effects of the GIC disturbance, the blackout region would be of unprecedented scale and involve populations in excess of 130 million. The dark lines are the various routes of EHV transmission lines in the US and major substations (either 345kV, 500kV or 765kV). These lines are exposed to the intense geomagnetic disturbance conditions and Geomagnetically Induced Currents (GIC) will then flow across network on these lines and at EHV transformers at each station. The flow of Geomagnetically-Induced Currents (GIC) in transformers at these substations are provided in the above illustration and utilized to assess the vulnerability of the US grid. The Red and Green dots indicate both the polarity of GIC flow and magnitude of GIC flow, (i.e. Red is GIC flow into the transformer from ground and Green is GIC flow from transformer into ground). The impact of GIC on transformer and power grid operation is unaffected by polarity but is directly affected by magnitude, which is indicated by the relative size of either the Red or Green dots. Due to the very large GIC flows observed for this scenario, it is estimated that over 300 large EHV transformers would be exposed to sufficiently high levels of GIC to place these units "At-Risk" of failure or permanent damage requiring replacement for these difficult to replace key assets on the network. Such large scale damage would likely lead to prolonged restoration and long term chronic shortages of electric energy supply capability to the impacted regions. The impacts could persist for multiple years with potential for significant societal impacts and with extraordinarily high economic costs and societal impacts.

Areas of Probable Power

System Collapse

insulation that permanently decreases their life and ability to withstand future insults. Somewhat like the equivalent of 10 meter Tsunami barriers shrinking to 5 meter barriers. In addition, the fleet as a whole is approaching an advanced age which further erodes their ability to withstand new events. Therefore how to evaluate the several thousand key transformers that will continue to be inservice for decades longer becomes a serious concern and has been a recent source of intense debate within the industry. Further analysis reveals that other key apparatus such as circuit breakers and

large generators could be damaged by the large DC currents a storm could produce. Therefore the equipment vulnerability and damage aspects continue to mushroom and this hinge issue remains unhinged.

Beyond the concern about a long-term outage of electric power across large portions of the US, a long term outage also has the ability to create other disasters within a disaster. In the aftermath of widespread and persistent electric power loss, some infrastructures degrade gracefully and others are prone to catastrophic failure. Recent events in Japan illustrated that nuclear generation plants are vulnerable to long-term loss of outside electric power supply. Events at the Fukushima Daiichi nuclear complex in Japan are illustrative of catastrophic failure, even when provisions are made for on-site backup electric power. Nuclear plants because of their average large size will also have much higher than average exposure to GIC's from storms, further increasing their relative exposure risk. A prolonged large scale blackout as shown in Figure 1 could place the bulk of the 104 US nuclear plants at-risk for this condition. It is also possible that the storm itself could initiate catastrophic damage (for example a major transformer fire or explosion) at the facility that could more immediately compromise important auxiliary systems at the plant needed to maintain safety of the reactor facility itself.

Currently designed nuclear generation plants cannot generate their own electric power under emergency conditions and must be connected to functioning electric grids to support long-term emergency operations. Even after nuclear fission ceases, fuel rods in both reactor cores and spent fuel pools continue to generate decay heat for several years, requiring active cooling with water circulation pumps. Several megawatts of power are required to fully operate cooling equipment.

To prevent reactor core meltdowns, spent fuel pool fires, and associated radiation releases, the current nuclear design philosophy relies on emergency diesel generators with seven days of fuel stored on-site. A widespread long-term blackout may cause problems with replenishing necessary diesel fuel and can also raise other problems such as the ability of staffing levels to be maintained at a facility that was never designed to be "walk-away safe".

# **Heading Off A Disaster**

Until only the past few years, issues of design and maintenance of reliability of the US electric grid has been achieved through a process of voluntary self-regulation by the multiple participants in the electric power industry. The passage of the Energy Policy Act of 2005 (two years after the August 2003 blackout) modified the structure slightly to allow the US Federal Energy Regulatory Commission (FERC) to designate a formal Electric Reliability Organization (NERC) which would have the ability to create mandates and standards for reliability across the grid. The FERC has also recently passed a notice of proposed regulation, which would when enacted formally require the NERC to develop standards. The US Nuclear Regulatory Agency (NRC) also is in the first steps of developing additional requirements post-Fukushima, that would recognize the risks posed by a geomagnetic storm and longterm loss of grid power for their nuclear plant licensees.

For the US electric industry acting on their own, the response to-date post March 1989, has been limited to operational procedures utilized by electric grid opera-

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tors that are derived from experiences in recent storms including the March 1989 storm and not the most severe threats recently discovered. These procedures are generally designed to boost operational reserves and but do not prevent or reduce GIC flows in the network. For the storms that can be as much as 10 times larger, the relative levels of GICs and related electric system impacts will also proportionately increase. Under these scenarios, the scale and speed of problems that could occur for system operators will be unlike anything they have ever experienced or are trained to encounter. In retrospect, the limitations of these procedures constitute little more than normalizing deviancy while allowing risks to continue to remain or even escalate. This is a process that does not always end well, as NASA and space shuttle operators have shown twice before in demonstrating that even small performance deviations such as the performance of O-Rings or the impact of three pound snowballs can have on the performance of complex systems.

There are also many other deficiencies at present in tracking and understanding present and future risk issues. In all other respects, design codes for high winds, ice loading on structures, seismic and pollution are all generally underpinned by force of law requirements, but are clearly lacking for geomagnetic storm threats. There are no network or apparatus (such as transformer) design codes that take this threat into consideration, as a result the progression of this infrastructure has greatly and unknowingly escalated risks for severe geomagnetic storms. There have never been any requirements by the electric industry to monitor for GIC and where it has been observed, very little of this information has been made publicly available. There are no requirements to report failures of transformers or apparatus that may have been damaged due to these events or their root-causes. In an era where blackbox recorders are required on every airplane and are now being instituted on every new car on the road; this is startling in its incongruence, in that all of society has a ticket for the ride when a widespread electric grid blackout occurs.

Because of the importance of these threats, others within the public sectors have sought to take their own actions to address these deficiencies. Congress has also held hearings, in 2010 the US House of Representatives unanimously passed the Grid Bill, legislation that would enable the FERC to mandate hardening for threats including geomagnetic disturbances. This legislation was not taken up in time by the Senate in 2010, but the new Congress has already begun deliberations of similar legislation in this Congress. The State of Maine is also considering legislation in 2013 for statewide mandates to harden the grid.

As an engineering community, we should realize there are no reprieves from facts or the laws of physics. The physics of the Sun and the Earth's magnetosphere have not changed and it is certain that large storms will occur at some point in the future, however today's infrastructure has grown enormously more connected and vulnerable to future severe storms. Our engineering community has innocently presided over and enabled the growth of a societal risk of perhaps unparalleled proportions over many generations (this author included). Our age of innocence has now ended; the threats are no longer hidden, we should clearly observe this possible engineering disaster in the making. We now need to shoulder the burden of responsibility and undertake the difficult stewardship tasks to unwind the risks that have accumulated.

# About the Author

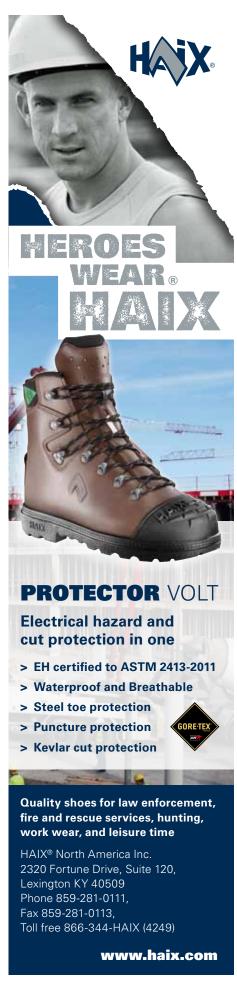
Mr. John G. Kappenman has been an active researcher on geomagnetic storms, space weather, EMP (Electro Magnetic Pulse), and their disrup-

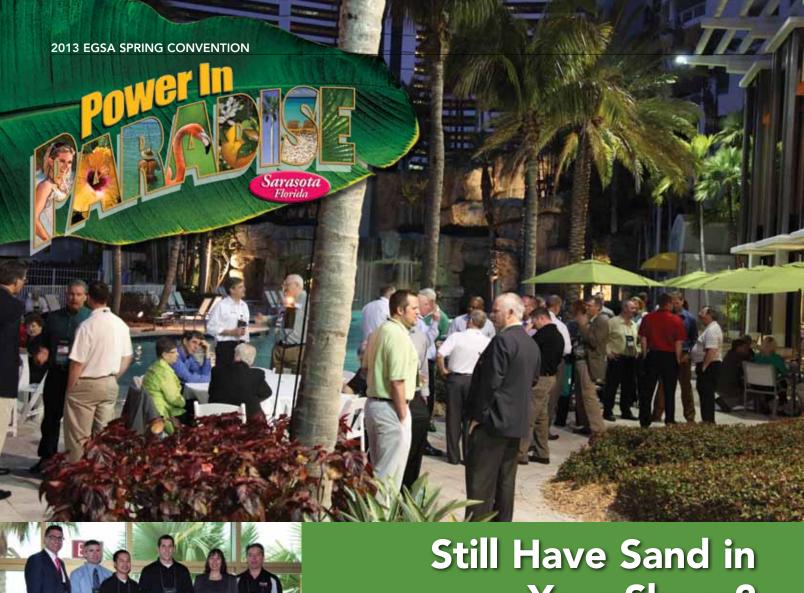


tive effects on electric power systems for more than 35 years. He was one of the principle investigators for the EMP Commission and also in examining the Vulnerability of the Electric Power Grid for Severe Geomagnetic Storms for FEMA under Executive Order 13407.

John is a Principal Contributor to the 2008 US National Academy of Sciences Report on "Severe Space Weather Events—Understanding Societal and Economic Impacts".

John was a presenter on this topic at the 2013 EGSA Spring Convention.





# **Your Shoes?**

The EGSA Spring Convention **Brought Out the Paradise** Lover in Us All!





2013 EGSA President, Deb Laurents makes a stellar entrance!

Greetings from Sunny Florida! Once again, we have to hand it to the Communications & Conventions Committee for selecting the perfect theme for our 2013 Spring Convention! When the Committee selected "Power in Paradise" they knew what they were doing... everything seemed to include a paradise nuance, from the entertainment to the environment!

# Sunday, March 17th

On Sunday, March 17th, more than 275 of your EGSA colleagues got together in Sarasota and celebrated St. Patrick's Day... first, we made sure our 55 First Timers & New EGSA Members felt welcome with a private reception sponsored by **Power Search, Inc.** 

The First Timer/New Member Reception is traditionally a great way to get to know our newest members and first timers (to an EGSA Convention) in a smaller, more relaxed setting. It gives them some time to connect with our leadership, our past presidents as well as several of the EGSA Committee Chairs and learn more about how our Association operates, prior to joining all attendees for our formal event kickoff, the President's Reception.

Next, we formally kicked off the Convention by taking the festivities outside as the entire convention guest list converged poolside for the President's Reception. This reception, spon-

Several EGSA Members enhanced the Convention experience with much-welcomed sponsored items such as the Registration Bags sponsored by **ASCO**, the badge holders sponsored by **OmniMetrix LLC**, the refillable water containers sponsored by **Power Systems Research**, the Registration Organizers sponsored by **Altronic**, **LLC** and the Event-at-a- Glance signage sponsored by **Pritchard Brown**.



Shawn Wattles, of ComRent Intl. took to the stage to present their sponsored iPad Mini on Monday to Michael Pope, Immediate Past President of EGSA. EGSA hosted three speakers on Monday, an economist from the Freeman School of Business at Tulane University, a customer service expert and humorist from the Atlanta area and EGSA Member and "First Timer", Mike Pincus, P.E. of Kohler Power Systems, who provided an industry-specific case study on Miami University's Medical Center.

This well-rounded platform of speakers had something for everyone, technical, insightful and thought provoking. "The Communications & Conventions Committee wants each EGSA Member present to take something of value away from an EGSA Convention. We take great pride in providing value by selecting the speaker slate and theme for each event and hopefully, enrich our members in their day-to-day experience. This slate did not disappoint," reported Ed Murphy (President of Power Search, Inc.), Chair of the Communications & Conventions Committee and 2013 EGSA Vice-President.

After a superior welcome lunch, hosted off-site at the Van Wezel fine arts facility, the membership at-large got down to brass tacks with a power-packed afternoon of committee meetings. EGSA has 9 formal Committees currently, along with several sub-committees and Working Groups. "There is always meaningful work to be done and our Committees provide Members with a great way to pin-point exact interests and then volunteer, get involved and make a difference, "2013 EGSA President, Debra Laurents adds.

Since the Convention theme was "Power in Paradise", there was no lack of picturesque surroundings and nice weather... the only exception was our bi-annual EGSA Awards Reception & Banquet. EGSA had to call the event just two hours prior to the start time and move it inside to the Hyatt, versus being hosted on the lovely grounds of the Ringling Museum.

The Reception being moved inside did not dampen our spirits or experience! The event was co-sponsored by **Clariant Corp.** and **Kickham Boiler** and with the tropical attire, great food and fun energy of our entertainment; we all seemed to forget the great outdoors. Speaking of great food, the folks at **Doosan** sponsored the dessert for the festivities! What a unique tort! It even included a dark chocolate dessert topper that carried the Doosan logo!



Monday's Speakers Left to Right: Reter Ricchiuti Charles Marshall Mike Pinkus, P.E.

Tuesday's Speakers Left to Right: John G. Kappenman Jefferson Davis Mike McGovern

sored by **John Deere**, was extra memorable because of the great St. Patrick's Day props that came out of the woodwork. When you see the photos on the pages herein, don't be shocked at the big green bowties and beads!

# Monday, March 18th

The General Session began bright and early on Monday morning with a hearty breakfast, sponsored by **DEIF Inc.** with the opportunity to mingle with vendors, suppliers and customers at the EGSA Exhibitor Showcase. The Exhibitor Showcase gives our Members who wish to have formalized face-to-face time with Convention-goers the opportunity to do just that... and with great value! For only \$365, a Member can purchase a tabletop display that is operational during the General Session breaks and during the breakfast hours on Monday and Tuesday.

We started the festivities with instrumental island music, including a steel drum during the cocktail reception portion of the night. The musical group was called US-1 and they were sponsored by **Tramont Corporation.** The EGSA audience was very responsive and requested music that ranged from Jimmy Buf-



US-1 Performed as Members danced the night away at the Awards Recention & Banquet!

Brian Cleary, of

HPS Loadbanks,

was on hand to

draw the name for

an iPad Mini dur-

ing the Tuesday

General Session!

Thanks to the HPS

ship, Laura Kelly,

of Kelly Generator

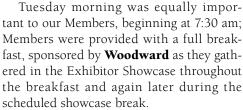
& Equipment, Inc.,

took home the iPad

Mini on Tuesday!

fet to traditional reggae to island music. Our Members also took to the dance floor and as spectators to take part in the fun! Our 2013 EGSA President, Debra Laurents presented several awards that evening as a part of her official duties. (To read more about EGSA colleagues who received award recognition at the 2013 Spring Convention, please see the article on page 30).

# Tuesday March 19th



John G. Kappenman, President of Storm Analysis Consultants, began the Tuesday speaker slate with a bang... or rather a wake-up call! His presentation topic was one of relative obscurity, but major significance... Space Weather! For the average layperson, storms in space don't receive much Loadbanks sponsor- air time when it comes to current events. The most noteworthy is a storm dating back to 1989. This space weather did actually cause a power grid blackout in Quebec. We know, thanks to John's presentation, that these storms can be can be much larger than the storm of 1989, one of the really large ones was in 1859, over 150 years ago. The fright-

ening reality is that Earth is due for extreme space weather and John is an expert and active researcher on geomagnetic storms and their disruptive effects on the power grid. For more great content on this subject (and also because we don't want to spoil our own magazine issue), John has graciously submitted an article to recap his subject that can be found in this issue of Powerline Magazine on Page 19.

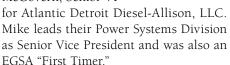
Our second speaker on Tuesday, Jefferson Davis, President of Competitive Edge in Charlotte, NC presented a perfect "how to" presentation on taking your tradeshow participation to the next level. Jefferson provided valuable tools to get the most out of your

next tradeshow. Interested in learning more? He too, wrote an article that is in this issue of Powerline (Pg. 35).

During the formal bi-annual Meeting of the Members, Debra Laurents presided as each EGSA Committee Chair provided formal feedback on what their respective Committees had to report

to the EGSA Board of Directors

Our final speaker of the Convention, whom we affectionately called "the Closer", was Mike McGovern, Senior VP



Mike's presentation was very topical and current. His topic was Superstorm Sandy from the perspective of a service provider. He received several questions from the audience during the Q&A on the "lessons learned" portion of his presentation! The audience was also provided with the current status of the area and the issues this region is still dealing with, as it related to On-Site Power.



Meeting of Members - Our Committee Chairs each presented their action items for the membership at large. Each of EGSA's nine committees has a majority stake in the great work our Association carries out each year.

# Networking

At the close of the general session on Tuesday, almost 150 EGSA Members and their guests opted to participate in one of the three formal power networking trips. These activities always provide a great environment for the membership to come together in either the spirit of competition and/or fun!

The Golf Tournament was held in Bradenton, FL this year at the Legacy Golf Club. The award winning Arnold Palmer- signature designed course is one the premier courses in Southwest Florida and with more than 45 EGSA Members participating, the competition was steep! Special thanks go to our Platinum Sponsor, Cummins Power Generation for their title sponsorship of the Tournament. On the 11th hole, tournament participants were hosted in a hole-in-one completion. While no one won, there was a St. Andrews Golf Vacation that included a sixnight adventure through the Scottish countryside playing golf on some of Scotland's most historic and exciting courses! The package included airfare, transfers, lodging and greens fees for two lucky golfers.... maybe in Seattle?

Speaking of competition and title sponsorship, not to be outdone, our EGSA Fishing Tournament got underway at the marina, located on property, with more than 40 anglers poised for action. The Title Sponsor of the EGSA Fishing Tournament was Hot**start**, with several additional EGSA firms sponsoring ancillary

1: Kyle Tingle, Michael Pope, Pauline Pope, Ed Murphy 2: Kathleen & Philip Bruza 3: Bob Konkel, David Hurtado 4: Cara Clark, Rick & BB Morrison 5: CeCe & Dennis Roundtree with 2013 EGSA President, Deb Laurents 6: Alexa Swindell, Leslie Beasley, Al Prosser 7: Bob Breese, Todd Lathrop 8: Jack Petro, Dennis Pearson, Steven Walker 9: Ron & Diane Schroeder 10: Dennis Pearson, Greg Walters, Ben Pierson 11: Andrew West, Jeff Maggied, Shannan McPherson 13: Charlie Habic, Michelle Road 14: Paras Prose Frie Flor 15: Jack Coxis Bio Maggied, Shannan McPherson 13: Charlie Habic, Michelle Reed 14: Bruce Prange, Eric Else 15: John Garcia, Rita Moore, Wyatt Franks





components of the tournament, including Girtz Industries, who supplies the insulated lunch totes for both the anglers and golfers, **Phoenix Products,** who sponsored the fishing shirts, and **Ring Power Corporation,** who sponsored the fishing trophies.

"This Conference was one of our best, if not the best in terms of weather, variety of species caught and numbers (Gotta love Florida!). In fact, everyone caught fish in multiples, some too many to be true... but that's why they call it fishing. Congratulations to the winners!" remarked Vaughn Beasley, 2013 EGSA President-Elect and the EGSA Fishing Tournament Chair, of Ring Power Corporation.

The third activity was a boating excursion on the intra-coastal themed the "3 Hour Tour" in homage to the television comedy, Gilligan's Island. The crew of 55 participants went "all in" when it came to setting the mood with fun costume props! Readers should see several pictures featuring characters like the Skipper or Mr. and Mrs. Howell, as the crew set sail on the Marina Jack II for a, wait for it, 3-hour tour, that included networking, cocktails and a chef's buffet.

A smaller cast of characters even participated in a life-sized Jenga game just for a little friendly competition! Our Editor, Peter Catalfu, was hanging tight in the Jenga competition until EGSA Board Member, Katie Evans, of Diesel & Gas Turbine Publications, declared victory on the high seas at the close of the inaugural game.

The Convention wrapped up at the close of Tuesday at a unique Boathouse on property, with our traditional Closing Reception,



Marty Morrill and Charles Gould, Jr. settle a tie for our Golf Tournament with 2 out of 3 in a "Rock, Paper, and Scissors" match as Golf Tournament Chair, Dave Zenthoefer, officiates.

sponsored by FW Murphy/Enovation. First, our Golf Tournament Chair, Dave Zenthoefer, settled a tie for the top 2 ceded foursomes the old fashioned way... with "Rock, Paper, and Scissors." Marty Morrill and Charles Gould, Jr. each represented their respective teams and Charles took home the victory. After all, rock beat scissors! ■



With Gilligan... and the Skipper too! Fifty five of your EGSA colleagues toured the intra-coastal for a power networking excursion aboard the Marina Jack II.

This group shot features a few of our golf tournament participants, ranging from distributor dealers to genset, emissions and enclosure manufacturers! (L to R: Hal Walls, Marty Morrill, Rick Hodgkins, Charlie Habic, David Walch, Steve Stoyanac and Robert Lytle).

No need for fish tales... the fishing was top-notch! Ed Murphy, Jacob Petty and Cara Clark show off their luck with the rod and the reel!

# Awards in EGSA-lence



While we moved the festivities indoors on Monday night, we certainly didn't lack on energy, emotion and fun during the bi-annual EGSA Awards Reception and Banquet. The awards portion of the event was one of the best ever, with several of our Members being acknowl-

edged for their volunteer contributions to EGSA.

First, we honored our outgoing 2012 EGSA President, Mr. Michael Pope.

Debra Laurents, our 2013 EGSA President, presented Michael with the traditional Past President's Jacket, the EGSA Presidential Portrait, and the traditional Past President's plaque.

Michael spoke briefly about his time on the Executive Board and thanked his EGSA colleagues, staff, his employer, Clariant Corp, and well as his wife, Pauline. "It has been such an honor to represent this great Association as its President during 2012. The support and help received from my fellow Board Members, the Executive Board, Jalane Kellough and our outstanding Staff also made the year truly enjoyable and a highlight of my career," Michael shared.

He also returned the acknowledgement, by presenting Debra with the EGSA Presidential Gavel Plaque, which all incoming presidents receive during their first event as President!



# 2013 Timmler Award

First awarded 43 years ago (in 1970), this award is given annually to honor an individual for their outstanding work as a Committee Chair. How time flies... our 2013 recipient of the Timmler was only 2 years old when this prestigious honor

was first awarded.

Our recipient this year has been with EGSA for more than a decade. During this time, Todd Lathrop has served the Association in numerous ways, both formally and informally! He is an EGSA School Instructor, the Chair of the EGSA Silencer Working Group and is a current Member of the EGSA Board of Directors (2012-2014). However, the 2013 Timmler Award was presented to Todd for his outstanding work as the Chair of the EGSA Codes & Standards Surveillance Committee.

Todd began his career with Eaton Corp. directly after college, working with one of the Molded Case Circuit Breaker design teams in Pittsburgh, PA. He left Eaton for a brief period, but returned shortly thereafter as a design engineer with the Automatic Transfer Switch Design Team in Beaver, PA until 2006.

Todd is currently a Design Engineer for the Residential Design Team at Eaton. He has developed a number of transfer switches for them and in addition, has recently expanded his resumé by assuming responsibilities designing miniature circuit breakers!

Todd had this to say, "Unbelievable! I could not be more honored than to accept the 2013 Timmler Award! This is the perfect conclusion to nine years of leadership of the Codes and Standards Committee! I could not do what I do, within EGSA, without the people of this wonderful as-

sociation! This award was not earned by me, it was earned by those that support me, assist me, push me and mentor me... my lifelong friends. I could go on and on, but a huge thank you goes out to my Vice Chair, Mike Witkowski and Secretary, John Svendsen. You guys rock! And EGSA staff, I cannot say enough... I thank all of you."

Congratulations, Todd Lathrop! Our 2013 Timmler Award looks great on you!

# 2013 Carpenter Award

The Leroy H. Carpenter Award has been awarded every year since 1972. This award is given annually for long and outstanding service to our Association. This year's recipient has certainly met and exceeded that standard!



John Kelly, Jr. is our 2013 Carpenter Award recipient! He

is not only your 2011 EGSA Past President, he has also served on the Strategic Long Range Planning Committee (and honored with the EGSA President's Award last year for his work on that Committee), served as the Chair of the Distributer Dealer Committee from 1997 until 2002, and was on the EGSA Board of Directors from 2005-2011.

When it came time for John to become EGSA President, he championed the EGSA Technician Certification Program by developing his own challenge to other DD's across North America. His goal is ambitious---to have specifications written by consulting & specifying engineers that call for EGSA Certified Techs at the local level and EGSA Certified Techs specified in every service contract.

"I've had the honor of working with John on the Technician Certification Com-



mittee, the Long Range Strategic Planning Committee, as well as on the Board of Directors. His leadership skills and enthusiasm for the task at hand, as well as for the organization, have enhanced his significant contributions to EGSA," remarks 2013 EGSA President Debra Laurents.

# The James Wright Education Award:

The James Wright Education Award is a special award presented by EGSA that is not necessarily given out annually, as it honors an individual who devotes their energies to the betterment of our EGSA Education Programs.



This year, our

2013 James Wright Education Award went to Dennis Pearson of Wood-

ward. Dennis assumed the responsibility as Chair of the Education Committee when the huge and critically important eLearning Program was getting underway. As a testimony to his commitment to EGSA's Education Programs, he also volunteered to chair the eLearning Sub-Committee. True to Dennis' character, he has led both committees with calm and efficient professionalism and is richly deserving of this recognition.

A little background on our winner, he graduated first in his class at University of Nebraska and currently works in the sales group for Woodward as an Account Manager, developing new business, working with key customers and identifying market trends with over 30 years in the Industry!

Dennis had this to say, "I very much appreciate EGSA's recognition. I'd like to express my gratitude to all my EGSA colleagues who have contributed to the Education Committee, especially George Rowley; your efforts are the basis for the Edu-

cation Committee's success. My thanks to Jalane Kellough and her outstanding team for their support, to the EGSA Board of Directors for their guidance, and to my employer, Woodward, for their continued support of EGSA."

His co-workers shared with us that they admire him for his integrity and honesty. They made sure to impart how fortunate they feel to work with such a solid guy! Dennis' hobbies include hunting, fishing, spending time with his 8 grandchildren and staying active in his church. He is a dedicated family man. He and his wife Mary have been married for over 40 years, have 5 children and a large close-knit extended family as well.

EGSA is proud to recognize these Members for their valuable volunteer member contributions. We are successful in our endeavors thanks to Members like you! Congratulations to our 2013 winners and thank you for your active role in EGSA!







EGSA General Announcement on Recent Updates to Three of Our EGSA Committees!

GSA is pleased to report that the Green Committee Officers list is complete with the Secretary position being filled by Wyatt Franks of Doosan Portable Power. Wyatt is located in the Doosan headquarters in Statesville, NC and is a recent participant of the EGSA Basic School. Wyatt joins Jim McDonald (Chair of the Green Committee) of Rypos, Inc. and Dave Philips of Enercon Engineering (Vice Chair) and Vaughn Beasley (Board Liaison). Welcome to the Green Team, Wyatt!

The Distributer Dealer Committee has a new Secretary as of April 24, 2013. Nathan DeMartino of DEPCO Power Systems was tapped to join Bob Piske of Arizona Generator Technology (Chair), Lyndon Risser of DynaTech Power (Vice Chair) and Rick Morrison of Nixon Power Services Co. (Board Liaison) to round out the DD Leadership. Congratulations Nathan!

Marty Morrill of Clariant Corp. has been selected as the new Vice Chair of the Communications & Conventions Committee and he joins Ed Murphy of Power Search Inc. (Chair) and Board Liaison Larry Perez of Basler Electric to form the leadership of the Committee. The C&C Committee is actively seeking a Secretary to complete the slate! For more information, contact email@egsa.org!



# 2013 EGSA Fall Technical & Marketing Conference

September 15 - 17, 2013

# We Need Your Input to Make this Event a Success!

On Monday, March 18th during her welcome address, 2013 EGSA President Debra Laurents announced an exciting event that will take place during our 2013 Fall Technical & Marketing Conference in September.

It is an event that will make history, with an Executive Leadership Summit. We have asked senior executives from the 5 largest genset manufacturers to participate in a panel discussion. This will be the first of its kind in the On-Site Power Generation Industry.

# How can you help?

It's easy....ever had a question you were dying to pose to a panel of this caliber?

Receive direct and immediate feedback by sending your questions our way!

Please contribute to the success of this historic event by submitting a question to the Summit Working Group. If your question(s) is selected, you may have the opportunity of asking it in person at the event. As an EGSA Member, you have a voice in shaping the Industry and we need to hear from you now. Email your questions to *e-mail@egsa.org* by June 1st. Thank you in advance for your contribution!

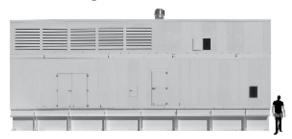
We are most grateful to the following, for their agreement to participate in the Executive Leadership Summit:

- BOB KOVAL, Electric Power General Manager Investor Projects, Caterpillar, Inc.
- **DENNIS HEATHFIELD**, Executive Director, Power Systems Business **Cummins Power Generation**
- AARON JAGDFELD, President/CEO, Generac Power Systems
- LARRY BRYCE, P.E., President, Kohler Power Systems
- MATTHIAS VOGEL, Vice President, Global Sales, MTU Onsite Energy

In addition, MIKE OSENGA, President of Diesel & Gas Turbine Publications and Publisher of Diesel Progress/Diesel Progress International, has kindly agreed to serve as Moderator. ■



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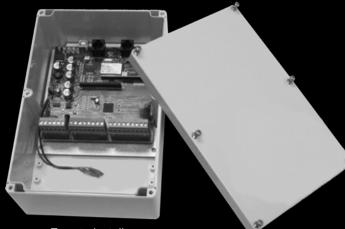
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# **Tradeshow Turnaround**

# How to Convert Tradeshows from "Expensive Appearances" to "Profitable Investments"

By Jefferson Davis, Competitive Edge

 $I^{
m f}$  your company exhibits at tradeshows, here are two important questions you may want to ask:

# 1. How much money is your company spending on tradeshows annually?

According to a recent Center for Exhibition Industry Research (CEIR) study, the average company in North America spends 40.3% of their marketing budget on exhibiting and event marketing.

# 2. What are you getting in return for this large spend? Besides floor space, a few warm bodies and some swipes or hopefully leads, for far too many companies, the answer is "not enough!"

There's no question, tradeshows represent a large investment in both financial and human resources. Whatever you think you are spending, it's probably a whole lot more when you factor in the human capital cost.

So how can you get more value from this large investment? Fortunately, the answer is simple and straightforward... evaluate your perspectives and execute strategic exhibiting practices.

# Start with PERSPECTIVES... How does your company SEE tradeshows?

One of the main premises of the Book of Wisdom is "When you change the way you see the world, the world will change for you." This unquestionable truth also relates to tradeshows. Here are four perspective shifts that unlock the door to more profitable tradeshows.

It's about FACE. How important is face-to-face contact in how your company opens doors, builds relationships and brings in business? How important is face time in retaining customers? Is your sales team finding it easier or harder to get quality face time in the field? Odds are your answers are, critical, critical and harder than ever before. The real value proposition of exhibiting at a tradeshow is the opportunity to put your company identity, staff, products and services, face-to-face with people who have come to you, with a relatively open mind, and in your space. You must get crystal clear about what you are really buying and focus your energy on it... it's all about face-to-face contact with your market.

# 2. View as an INVESTMENT and demand RETURN.

There's an old saying in marketing circles, "half of our marketing budget is wasted, we just don't know which half." If you can relate with this paradigm, you probably see tradeshows as an expense. An expense perspective virtually guarantees you end-up making expensive appearances. You must instead view tradeshows as an investment and approach them expecting to get a return on your investment.

# 3. Move from an EVENT to a CAMPAIGN Perspective.

Too often, we think of a tradeshow as three days in Las Vegas, or wherever. A better view is to shift from three days to three timeframes:

- 1. Pre-Show, 2. At-Show and 3. Post-Show. In its shortest duration, it's a six month campaign. Just like a chain, if you are not executing effectively in all three phases (or links of the chain) the strength of the chain is compromised. To get results, you must bring a campaign mentality to every tradeshow you participate in.
- 4. **Get Out of the Logistics Trap.** The average exhibitor spends 95% of their pre-show time dealing with logistics. You know what I mean... rent the space, get the booth, the products, the people, the literature, to the city, to the exhibit hall, get it all in, up, down, out and back, on time and on budget... and they call that pre-show planning. I call that dealing with logistics. Unfortunately, someone has to deal with logistics. But, only focusing on logistics guarantees you make an appearance, it doesn't guarantee you get results. Somebody has to drive the program and you must carve out more time and get strategic!

## Move to PRACTICES...

# Where does your team spend their time and resources?

In any project, there are many factors that must be addressed to complete the project. Some of these factors carry more weight and contribute more to the ultimate outcomes the project delivers. Identifying and focusing more attention and energy on these factors is the concept of critical success. To achieve value and results from exhibiting, there are five critical success factors that you and your team must invest more time and energy on:.

- 1. **Outcomes:** In Stephen Covey's best-selling book "The 7 Habits of Highly Effectively People", the first habit is "Begin with the end in mind." This should also be the first habit exhibitors adopt. For too many exhibitors, when the doors close, the show is over. For successful exhibitors, they realize they are entering the most crucial phases. The key questions we need to be asking as we begin planning for a tradeshow are:
  - a. Why are we or should we be exhibiting?
  - b. What core business objectives are we trying to support or achieve?
  - c. When the doors close, 90 to 180 days after the show, how will we know we succeeded?

Thoughtful answers to questions like these will identify the highest and best reasons for exhibiting. Some reasons are not enough! Each reason must then be

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- converted to a specific goal or outcome, backed up with a written action plan, communicated to the team, executed and measured back to the action plan. This is the process of Exhibiting By Objectives. It is a much better process than Exhibiting By Hope.
- 2. **Attraction:** Because tradeshows are about face-to-face contact, and you have a limited amount of capacity for face-to-face interaction in your booth, you must be selective about who you want to interact with at the show. You also must promote your participation before, during and after the show.
  - The objective of attraction is to get "in the mind" and "on the agenda" of enough of the right people. Ideally, before you even get to the show. You don't want to just show up and hope enough people find your booth in the sea of all the other booths. Addressing the attraction success factor means first, identifying the types of visitors you want to interact with at the show, then using a combination of media-like advertising, public relations, internet, social media, mail, email, telephone and personal contact to get on their agenda.
- 3. **Experience:** Attendees are time-pressured and experience over choice about where to spend their limited time at a show. Remember, you not only compete with your direct product/service competitors, but in reality, all other exhibitors, educational sessions and in some cases, destination cities. You have to think of your exhibit as a destination... and make it a destination worthy of attendee time. Addressing the experience success factor means thinking carefully about your exhibit, your product/service presentation or demonstration and your staff.
  - a. **Exhibit:** Attending a show is a journey. Like driving down a road with a bunch of billboards on a busy freeway, your exhibit has to visually grab attendees' attention. Start off by evaluating how you are using imagery, copy, color, lighting, materials, size, shape, scale, motion and sound to grab attention. Do whatever it takes to cause people to notice your exhibit. Next, make sure it is quickly and blatantly evident what you do. Attendees will not spend much mental horsepower trying to figure out what you do. Make it easy to enter and exit your booth. Don't block entry with tables, furnishings or displays. Make sure your exhibit property and design support your brand identity.
  - b. **Presentations/Demonstrations:** Exhibiting is a contact sport. Attendees want to physically interact with products and experience services. Static is boring. There must be something for them to do in your booth, or this will reduce the odds they stop. Show them, tell them, let them enter data, interact, push buttons, feel and see things. Show before and after, use technology like iPads and touchscreens to engage attendees. If you have a physical product, be sure to demonstrate it in an application similar to their work-

- place. Think and plan like Confucious, who wisely said "I hear and I think, I see and I remember, I do and I know." Get them to do something worthwhile in your booth.
- c. **Staff:** Exhibiting is about face. And only your staff can deliver face. Have enough staffers. Have a good mix of staff type. Be professionally dressed. Look and act like you want to be there. Stand up in an open body posture. Put a smile on your face. Look at and greet people in the aisles. Welcome people to your booth. Greet the visitor cheerfully. Introduce yourself and meet the person. Don't read their name off their badge. Make a genuine connection.

At a tradeshow, it's not what you tell, it's what you ask. Train your staff to guide conversation skillfully by asking great opened-ended questions that get the visitor talking about themselves, their interests, needs and problems. Questions like: What brought you to the show? What brought you to our booth? How are you familiar with our company? Our products? What sort of challenges are you facing in your operations? How are you currently addressing these challenges? When you evaluate this type of product/service what are your two or three most important considerations? Listen carefully. Playback what you hear. Take good notes.

At a tradeshow, when it comes to presentations, less is more. All it takes is one bulls-eye shot to get the visitor to a place of wanting to know more. Deliver short, but focused messaging that directly addresses the needs and issues you uncovered through your questions. Make one point at a time and get the visitor to visually or verbally respond to that point. When they respond positively, stop presenting and start qualifying for buying interest, authority and next action. Capture all, key information in writing or in an electronic capture device. Confirm the next action step, thank your visitor for stopping and move on to the next interaction.

- 4. **Follow-Through:** The annual Tradeshow Trend Study conducted by Exhibit Surveys reports that only 13% of leads captured by exhibitors are followed up on. This is our show attendees saying this! You have to set an iron-clad rule that says "any lead worth taking is worth following up on". If you're not going to follow up, don't take it. There are several key actions to help you improve follow-up efforts:
  - a. **Clearly define what a lead is:** I define a lead as anyone we interact with at the show that requires a next action and that next action delivers value for us and the visitor.
  - b. **Set specific lead goals:** Set a team lead goal and make each staffer accountable for X number of leads per hour or day.





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- Improve your lead capture device: Identify what information you need to capture to qualify a lead and customize your capture device to act as a guide to eliciting and capturing the information. Be sure to train your staff on using the device and asking the right questions before the show.
- d. Get the visitor to collaborate and commit to **the next step:** Ask visitors what do you think our next step should be? How can we best determine if and how we can help you achieve or avoid the issues discussed? Ask How would you like us to follow-up? When? With whom?
- e. Prepare your follow-up before the show: Don't wait until you get back to figure out what you will do with your leads.
- Route leads fast: The value of a tradeshow lead diminishes by 15% per week, unless the visitor requested a longer time frame. Get the leads into your Customer Relationship Management (CRM) system and into the hands of the people responsible for follow-up fast.
- **Set predefined reporting dates:** Pick three dates like 30/60/90 or 45/90/180 for your team to report back. Enter these dates into your CRM system and inspect what you expect.
- h. Use contests to build compliance: Set three rewards in line with the reporting dates. The rep who has the highest number of in person appointments by date one wins X, by date two wins Y and date three wins Z. Make the reward ascend in value. Be sure to promote how the team is progressing on lead follow-up and who wins at each step.

- **Measurement:** Someone once said, "What gets measured gets done." Measurement not only drives performance, but it also justifies the investment and makes you more valuable to your company, but it also teaches you the lessons you need to learn to create continual improvement. A simplified exhibiting measurement program should include:
  - Exhibiting goals and results achieved.
  - **Spending by major area:** Space, exhibit, show services, shipping, travel/entertainment, promotion, other.
  - Cost Per Exhibit Interaction: Divide total show investment by number of interactions.
  - d. **Cost Per Lead:** Divide total show investment by number of leads captured.
  - Potential value of leads: Review leads and assign a potential revenue value.
  - **Sales (at and post):** Track during and post-show sales.
  - Return On Investment (ROI): Divide sales revenue by investment to calculate ROI.

Converting tradeshows from expensive appearances to profitable investments becomes a lot easier when you have the right perspectives and invest time and resources that implement the right strategic practices. Now, go get your turnaround started!

#### **About the Author**

Jefferson Davis is President of Competitive Edge, a consulting and training firm that helps companies improve tradeshow productivity and profitability. You can reach him at (704) 814-7355 or Jefferson@tradeshowturnaround.com



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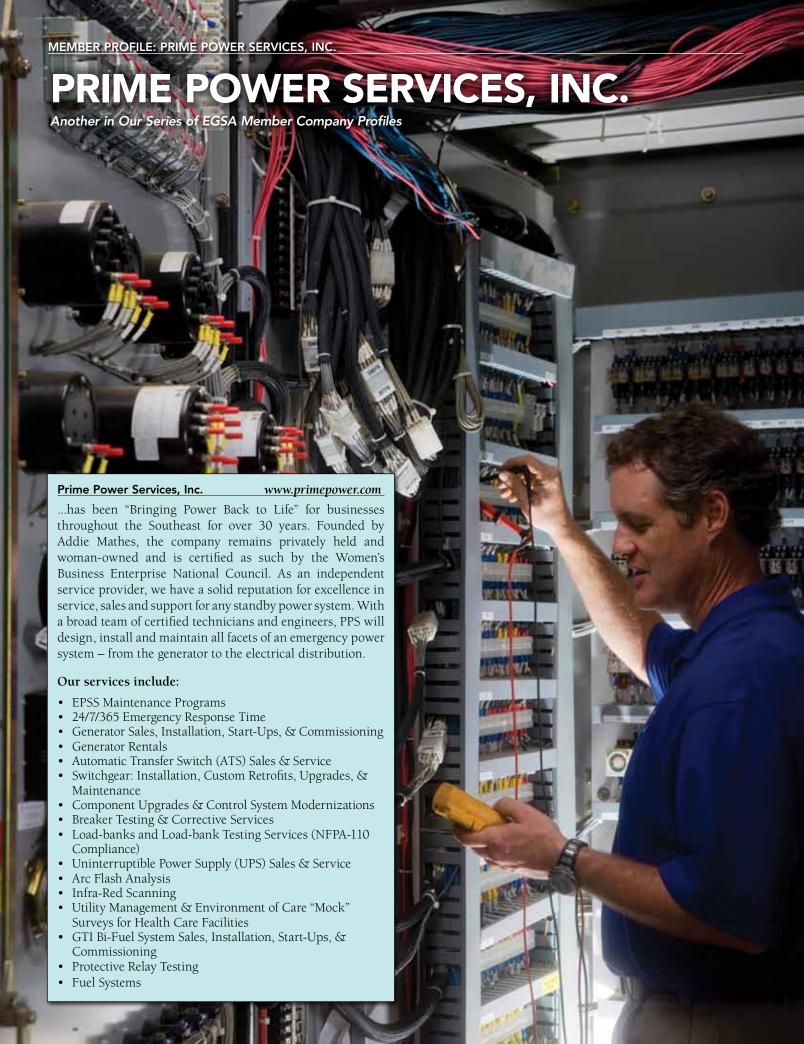
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Thirty years ago, late founder Roger Bisher established Prime Power to serve industrial, commercial and utility markets with custom-designed peak shaving systems and automatic standby emergency generator switchgears in low and medium

voltage configurations. These were the company's beginnings, and Roger's can-do attitude and expertise when it came to all things electrical, earned the firm an excellent reputation.

The next important milestone was in 1987, when Addie Mathes joined Bisher to take the company to the next level. The business grew from a one-man custom solutions provider to an industry leader in very short order.

Just a few years later, in 1992, Mathes recognized a need for a service provider to maintain the equipment manufactured by Prime Power, and Prime Power Services was born. Establishing the woman-owned privately held firm, Mathes, along with the help of John Banko and Richard Knittel, two of the region's power generation experts, branched out from Atlanta to other regional markets, like North Carolina, to provide comprehensive service to the

emergency power industry. "Our primary activity is maintaining and servicing emergency power systems with a focus on health-care, data and building management applications," informs our EGSA colleague, Richard Knittel, "we are also a dealer for Baldor Generators and GTI Bi-Fuel systems."

Since the company's founding, Prime Power Services has focused on the more technical aspects of emergency power. This has allowed them to stay on the leading edge of generator control, which translates well in today's power generation industry. The team at PPS has been trouble-shooting and solving complex problems for their target customers since the very beginning.

Today, Prime Power Services continues its commitment to

the Southeast by employing some of the most talented engineers and field technicians in the region. Their Project Team includes electrical and mechanical engineers who have a combined 200 years of experience with seven generator types and thirteen different engine manufacturers.

The firm runs a fleet of fully equipped service vehicles that provide 24-hour availability and maintains a large inventory of critical replacement parts and sub-assemblies that are ready to ship upon request to minimize customer downtime.



Prime Power Services, Inc. Founder, Addie Mathes

## The EGSA Connection... Going Strong Since 2008

In 2008, the leadership at Prime Power Services determined that one way to raise the bar was to test and certify their technicians. "The EGSA Technician Certification is something we take very seriously at PPS," imparts Richard Knittel, VP of Technical

Services. "As an independent dealer serving the southeast, we have found that certifying our technicians has not only been a way to establish proficiency, but also sets us apart from our competitors."

Prime Power Services go a step beyond EGSA certification by also using the test as a tool. The practice test results are tabulated and used to steer the firm in their training needs. "Passing the test is both rewarded and a condition for continued employment." Knittel adds.



Prime Power Services currently employs 21 certified techs. When emergency back-up power is a necessity, the firm's corporate structure dictates that only the most capable and qualified individuals should be entrusted to take care of equipment.

Prime Power Services takes great pride in employing the most experienced and technically qualified engineers and technicians in the industry. Industrious and resourceful, the experts at Prime Power are capable of solving even the most difficult power generation challenges.

"Another way that EGSA brings value to the Prime Power Services team is by providing our regional

firm with a voice in the Industry. While we initially became a member to have the opportunity to test and certify our technicians, being a Member has also given us a platform to 'level the playing field'... in other words, my voice carries the same weight that the next Member's does... we like that!" says Knittel.

#### Using a Crystal Ball...Prime Power Services is Ready for the Future!

When asked about the future, the folks at PPS are very optimistic. "We have come to value steady growth and improvement,

> our hopes are for this 30-year trend to continue," Knittel claims with a gleam in his eye. "The demand and expectations for a reliable power grid with the resultant cost of an outage will continue to allow our industry to thrive."

> The next big thing? Knittel believes that our Industry will see significant changes in control and monitoring, which are evolving at a rapid rate. This will evolve into a seamless integration between machine needs and services provided. He also commented that

the ability to efficiently store large quantities of energy will be another game changer.

Whatever the future brings, Prime Power Services has the team and mindset to tackle all the upcoming challenges and looks forward to staying at the forefront of the power generation industry.



Addie and Richard with beloved shop-dog, Queenie.



# Application for Membership

### **ELECTRICAL GENERATING SYSTEMS ASSOCIATION**

1650 South Dixie Highway, Suite 400, Boca Raton, FL 33432 • 561-750-5575 • FAX 561-395-8557 E-Mail: e-mail@EGSA.org • World Wide Web: www.EGSA.org

Under the leadership of its Board of Directors and operating through its various committees and staff, EGSA strives to educate, provide networking opportunities and share relevant knowledge and trends with industry professionals including manufacturers, distributor/dealers, engineers, manufacturer representatives, contractor/integrators and others serving On-Site Power consumers.

1. Contact Information	Please type or print all information in upper and lower case (NOT ALL CAPS!)
Company	
City	
Zip/Postal Code	Country
Phone	FAX
Official Representative	Title
Representative's E-Mail	Company's Web Address
How did you hear about EGSA? $\ \square$ Web site $\ \square$ Powerlin	ne magazine □ Colleague □ POWER-GEN □ Other
Why are you joining EGSA?   Certification Program	CEU Program  Power Schools  Buying Guide Listing  Other

#### **2. Member Classification** Read the Membership classifications below and check the box that describes your firm's classification.

#### I. FULL MEMBERSHIP

#### ☐ MF Manufacturer Membership

Any individual, sole proprietor, partnership or corporation seeking membership must apply for a Full Membership as a manufacturer if they meet one or more of the following criteria:

- 1. They manufacture prime movers for power generation.
- 2. They manufacture generators or other power conversion devices producing electricity.
- 3. They manufacture switchgear or electrical control devices.
- 4. They manufacture or assemble generator sets, UPS systems, solar power, hydropower, geothermal, or any other power production or conversion system including related components or accessories for national or regional distribution.
- 5. They are a wholly owned subsidiary of a firm that qualifies under rules one through four

#### ☐ DD Distributor/Dealer Membership

Any individual, sole proprietor, partnership or corporation actively engaged as a distributor or dealer for products listed under Manufacturer Membership may apply for Full Membership as a Distributor/Dealer. If an organization qualifies under Manufacturer Membership, it is not qualified under this section.

#### ☐ CI Contractor/Integrator Membership

Any individual, sole proprietor, partnership or corporation actively engaged as a Contractor or Equipment Integrator of products listed under Manufacturer Membership, not bound by brand, geographic territory or contractually obligated as a Distributor/Dealer of a specific product. These firms typically purchase products from a Distributor/Dealer, Manufacturer or Retailer, adding value through installation, product knowledge, relationships, unique services, etc., and then re-sell the resulting product to an end-user.

#### ☐ MR Manufacturer's Representative Membership

Any individual, sole proprietor, partnership or corporation actively engaged in the representation of products listed under Manufacturer Membership may apply for Full Membership as a Manufacturer's Representative. If an organization qualifies under Manufacturer Membership, it is not qualified under this section.

#### ☐ EM Energy Management Company Membership

Any individual, sole proprietor, partnership or corporation engaged in energy management, including Energy Service Companies (ESCOs), Independent Power Producers (IPPs), Integrators, Aggregators, and other similar enterprises may apply for Full Membership as an Energy Management Company.

#### ■ Associate Full Membership (mark appropriate category at right)

Any individual, sole proprietor, academic institution, student, partnership or corporation meeting the requirements of Associate Regular Membership may apply for Full Membership at their option to enjoy the privileges of Full Membership, including the rights to vote and to serve on EGSA's Board of Directors. Initiation fees and annual dues will be assessed at the existing non-manufacturer Full Member rates.

#### II. ASSOCIATE REGULAR MEMBERSHIP

#### ☐ AA Trade Publication Membership

Any trade publication dealing with the electrical generating systems industry or its suppliers may apply for Associate Membership–Trade Publications.

#### ☐ AB Trade Association Membership

Any trade association made up of individual or company members sharing a common interest in the electrical generating systems industry may apply for Associate Membership–Allied Associations.

#### ☐ AC Engineer Membership

Any consulting or specifying engineer may apply for Associate Membership–Engineer. Membership may either be held in the employer's name or individual's name under this classification. Individuals whose employer qualify as a Full Member, as described in the Full Membership section, do not qualify for this category.

#### ☐ AD End-User Membership

Any individual employee of a company who owns or operates electrical generating equipment and/or related switchgear or components, whose responsibility to his employer includes planning, design, installation, supervision, or service of such equipment may apply for Associate Membership–User. Membership may either be held in the employer's name or individual's name under this classification. Individuals whose employer qualify as a Full Member, as described in the Full Membership section, do not qualify for this category.

#### ☐ AE Service Membership

Any individual, organization or academic institution that offers services such as research, testing or repair to the electrical generating systems industry may apply for Associate Membership–Services. Membership may either be held in the individual's name or the organization's name under this classification. Individual companies whose employer or parent organization qualifies as a Full Member, as described in the Full Membership section, do not qualify for this category.

#### ☐ AG Educational Institution Membership

Any postsecondary vocational-technical school or college offering on-site power generation-related instruction may apply for Associate Membership–Education Institution.

#### ☐ AR Retiree Membership

Any individual who retires from a member company may apply for Associate Membership–Retired. This classification does not apply to any individual who is employed more than 20 hours per week.

#### □ AF Student Membership

Any individual currently enrolled at an academic institution may apply for Associate Membership–Student.

## Application for Membership – page 2

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## **NEW EGSA MEMBERS**

MF=Manufacturer DD=Distributor/Dealer CI=Contractor/Integrator MR=Manufacturers Rep EM=Energy Management Co. AA=Trade Publication AB=Trade Association AC=Engineer AD=End-User AE=Service AG=Educational Institution AR=Retiree AF=Student

Advatech Industries, Inc	Eltek MF Plano, TX Jason Higginson Eltek is a leading global supplier of power conversion systems for telecom, industrial and renewable energy applications. Eltek offers high efficiency power systems, battery chargers, converters, inverters & control/monitoring devices to support critical electronics equipment. Eltek provides solutions ranging from 1A to 20,000A with rapid	Paga Technologies
ASC Construction Equipment USA, Inc DD ${\it Charlotte},{\it NC}$	delivery & superior quality.  Fuel Management Services DD	Middletown, NY Perry Pistone, President Generator sales, service, rentals and parts, switch-
Matt Marion, Segment Manager We are the Doosan Portable Power Distributor in NC, SC, GA and TN. We also distribute Volvo construction equipment and other manufacturers.  Backup and Alternative Energy Solutions, LLC	Toms River, NJ Mark Stellmach, President Fuel Management Services distributes fuel additives to the emergency power industry. We also perform fuel testing. Our testing & additive treatment ensures absolute fuel reliability for diesel fuel.	gear.  Power ConSEPS, LLCMR Round Hill, VA Thomas Skuce, Owner & GM Manufacture's Rep. for Power Analytics power system design and simulation software and for
Seattle, WA Stella Ogiale, CEO We are a Distributor/Dealer of Generac Power	GenPro, LLCDD Jackson, LA	Bloom Energy fuel cell technology systems and as trusted advisors for mission critical infrastructure systems.
Systems. The nature of our business is retailing generator sets, stand-by and portable, micro CHP systems, solar and wind systems.  Coastal Service and Supply Inc	Susan Blount, Managing Member We are a Distributor for Lynx Power Systems. We are a sales, service & installation company of standby generators. We cover the whole State of Louisiana and parts of Mississippi.	Power Generation Enterprises, LLC DD Los Angeles, CA Victor Senopian, Director of Sales We buy & sell diesel, natural gas engines &
Largo,FL Andrew Spetz, President We are a generator repair/installation shop. We can repair existing generators, as well as sell and install new systems. We also provide annual,	Hammonds Fuel Additives MF Houston, TX Blake Rampy, Sales Engineer Biobor Fuel Additives	gensets from 100 kw to 500 MW. Caterpillar, Cummins, MTU, EMD, Deutz, Perkins, Solar, MAK, Multiquip, Kohler, Detroit Diesel, GE & Pratt Whitney.
semi-annual and quarterly preventative maintenance for 700 customers in the Tampa Bay area.	Hawthorne Power Systems DD San Diego, CA	Power-West Ind
Curtis Engine	Tim Roberts, Field Service Manager Hawthorne Power Systems, an authorized Caterpillar dealer, provides sales, rentals & services the power generation, marine, trucking & other engine-related markets. It has outstanding skills in building, rebuilding & packaging engines & power systems of all sizes, ranging from truck engines & turn-key generator plants to cogeneration & standby power. Located in San Diego, CA,	A service-oriented company, PWIL's focus has always been on providing our customers with a full service experience. Specializes in: Complete emergency generator standby power systems. Major installations of new & used power generation systems (all makes). Full service mobile generator rental requirements. Complete preventative maintenance & repair of operation generator systems.
Daveed Israel - Defence Contractor CI London, UK Daveed Israel, Master Technician of Electrical Power Generation-Technical Instructor Daveed is a military trained Master Technician of Electrical Power Generation & a Woodward Controls Specialist. He responds to mission critical Power Plant emergencies around the world.  Diesel Machinery, Inc	Hawaii, Guam, Saipan & American Samoa.  Intertek Testing Services NA Inc AE Cortland, NY Brad Affeldt, Account Manager Intertek is a global leader in electrical certification and performance verification. Partnering with Industry to make certification easier. Intertek's core values strive for responsive service in order to remove barriers to market entry.	Standby Power Service Group, LLC DD Higganum, CT Aaron Henkind, Owner We provide Engineering, Sales & our EGSA Certified Technicians provide 24 hour service on all brands of onsite power generator equipment including Diesel & Gaseous fueled generator sets, transfer switches, & switchgear. We provide emergency service, load bank testing, fuel polishing, rental generators.
Sioux Falls, SD Laura Richardson, Marketing Manager Our dealership sells and rents portable power, heavy machinery and attachments. Our portable power inventory includes generators, compressors and light sets made by Doosan. If you're looking for heavy	Jesse Stutts, Inc	Test Products, Inc. (TPI)
equipment or attachments, we carry over 30 brands including Komatsu, Doosan, JCB, Bomag, Grove and much more. See our website for the full list.	Lumenium, LLC	Jeremy Baker
	William Anderson, President Lumenium is a small engine research and devel- opment company. We have been developing an	David BelchorAF Bellevue, NE
	engine that, we believe, is a perfect fit for genera- tor applications due to breakthroughs in cost, size and most importantly, efficiency.	Kaitlyn FitzpatrickAF Wareham, MA
		Igor Gavriline

## **NEW EGSA MEMBERS**

MF=Manufacturer DD=Distributor/Dealer CI=Contractor/Integrator MR=Manufacturers Rep EM=Energy Management Co. AA=Trade Publication AB=Trade Association AC=Engineer AD=End-User AE=Service AG=Educational Institution AR=Retiree AF=Student

David HaverkampAF Princeton, ON, Canada	Marc LefebvreAF Uxbridge, ON, Canada	Curtis MurdockAF Renfrew, ON, Canada
Phillip Hooke	Andrew McMinn	Robert Nevins
Todd Jessup	Jason McNamee	Eugene ObiAF Quincy, MA
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#### EGSA JOB BANK

#### **USA Mid-Atlantic**

#### **EPG** (Electric Power Generation) Technician

Carter Machinery Company, Inc.

**Location:** Fredericksburg, Virginia Looking for candidates with

- 3-5 years EPG/electronics experience, a technical degree is a plus
- Ability to troubleshoot and repair all components of back-up generators, both mechanical and electrical
- Understanding of EPG distribution systems (up to 3 phas/480 volts), automatic transfer switches, UPS and switchgear operation

See website for more info.

#### EGSA Certified Techs Preferred.

**To apply:** *Submit resume to jobs@cartermachinery.com* Application Deadline: 2013-05-31

#### **USA Midwest**

#### Sales Manager - Power Systems

#### Patten Industries

Location: Elmhurst, IL USA

Patten Power Systems is seeking a seasoned Sales Management Professional to lead our Power Systems Sales Team. Applicant should have significant experience in leading either a high-performing Power Systems or Power Quality Sales Team. Applicant must have a proven track record of market analysis, strategic market penetration planning & successful execution of that plan. Four year degree required EOE/AA.

**To apply:** https://home.eease.adp.com/ recruit/?id=4514491

#### **USA Northeast**

#### **Parts Sales**

#### DynaTech Power

Location: Lebanon, PA

Are you a Generator Technician looking to come off the field? Would you enjoy sourcing and selling parts for our Technician Team and customers? This could be an excellent opportunity for you to play an exciting role in a growing company! DynaTech is a generator services company serving eastern PA with excellence. Email Chad Deitrich today to get an appointment to discuss this excellent opportunity.

To apply: chad.deitrich@dynagen.com

#### **Generator Technicians**

#### DynaTech Power

Location: Lebanon, PA

Are you looking for rewarding career plan to advance as a trained professional? Would you like to join a Team of Professionals that will partner with you to fast track your success? DynaTech is a growing generator services company serving eastern PA. Email Chad Deitrich today to get an appointment to discuss this excellent opportunity.

EGSA Certified Techs Preferred. To apply:chad.deitrich@dynagen.com

#### **EPG Field Service Manager**

H.O. Penn Machinery Co., Inc. Location: New York, NY

HO Penn, the Caterpillar equipment dealer for all of CT and Lower NY is seeking candidates for the position of Field Service Supervisor-Electric Power Generation, located in our Bronx, NY branch and

#### **EGSA Job Bank Guidelines**

EGSA will advertise (free of charge) EGSA Member company job openings in the Job Bank. Free use of the Job Bank is strictly limited to companies advertising for positions available within their own firms. Companies who are not members of EGSA and third-party employment service firms who service our industry may utilize the Job Bank for a \$300 fee. Blind box ads using the EGSA Job Bank address are available upon request; company logos may be included for an additional fee. EGSA reserves the right to refuse any advertisement it deems inappropriate to the publication. To post an EGSA Job Bank ad (limited to approximately 50 words) please visit www.EGSA.org/ Careers.aspx.

serving the NYC area, including many high profile customers in the financial and healthcare industries.

To apply: Log in to https://careers-hopenn.icims.com/ jobs/1114/field-service-manager-electric-power-gen./ job?mode=view and create an application. Application Deadline: 2013-07-01

#### Business Development Manager – USA North East

#### Kinsley Power Systems

Location: Greater New York City Area (Bedford Hills, NY)

A technical sales position which will be responsible for prospecting and driving revenue in the market. The successful candidate should have a solid understanding of the construction electrical market with a particular emphasis on the engineering community's specification writing activities, and preferably have an Electrical Engineering background with experience working with engineers and project managers (as well as contractors and other procurement arms) in the territory.

To apply: Lbarnes@kinsley-group.com

#### Director of Industrial Sales- USA North East

#### Kinsley Power Systems

**Location**: Hartford, CT

The Director of Industrial Sales is a key contributor to the continued growth of Kinsley Power Systems. This position requires the successful candidate to create & implement a sales plan to exceed budgeted revenue goals, and manage some select key/strategic accounts directly, and actively manage a staff of outside sales engineers to maximize revenue/earnings while embracing the Company's core values and driving sales force effectiveness along with utilizing a solid analytics competency and CRM expertise.

To apply:Lbarnes@kinsley-group.com

#### Field Service Technicians (Diesel & Gas)-USA North East

#### Kinsley Power Systems

Location: CT, NY, MA, NH, VT, ME, NJ, PA, RI Kinsley Power Systems is seeking experienced generator technicians throughout the Northeast. This position is responsible for completing preventive maintenance, repairs and service on standby power generation equipment. Due to the nature of the service business Field Service Technicians must reside within 25 miles of the available territory and have a clean driving record.

To apply: Lbarnes@kinsley-group.com

#### Channel Manager

Kinsley Power Systems Location: CT, NY

Kinsley Power Systems is looking for a Channel Manager to oversee the overall business relationship between Dealers & Kinsley. Key responsibilities will be to provide leadership, direction, and support to Dealers that will grow sales and a smooth customer buying and ownership experience of Kohler generators in the area codes of 203, 914, 845.

To apply: Lbarnes@kinsley-group.com

#### Sales Engineer

#### Western Branch Diesel

Location: Manassas, VA USA

Western Branch Diesel, Inc., established in 1946, is looking for an experienced candidate in the Power Generation Industry with sales engineering background in the construction industry. This position is for Sales Engineer in Northern Va. area. Responsibilities include compiling quotes and create proposals for electrical and general contractors, and consulting engineers to grow the Power Generation Division.

#### To apply:

Contact Jim Malcolm at jmalcolm@wbdiesel.com

#### Territory Manager

#### Western Branch Diesel

Location: Manassas, VA USA

This position is for Territory Manager in Northern Va. area. Experienced candidate in the Power Generation Industry with sales or sales engineering background to sell and manage large accounts.

**To apply:**Please send resume to salesposition@wbdiesel. com or 12011 Balls Ford Road Manassas, VA 20109.

#### **USA Southeast**

#### **Generator Service Technician**

A&A Power Generators

Location: Miami, FL USA A&A Power Generators in South Florida has an

immediate opening for an experienced Generator service technician. Must have a minium of 2 years experience with electrical knowledge and with diesel and gaseous generators. Must be able to troubleshoot, service, and repair. A clean driving record IS a must, Spanish speaking is a plus.

EGSA Certified Technicians Preferred.

To apply: support@aapower.com or call 305 477 7969

#### Inside Sales/Estimator

Nixon Power Services

**Location**: Charlotte, NC

Gather RFQ's. Estimate and prepare proposals. Support customers internal and external. Bachelor's degree from accredited four-year college or university; or two to five years related experience; or equivalent combination of education and experience. Past project management or estimating experience with a licensed electrical contractor considered. Switchgear experience desired. Excellent organization and communication skills. Attention to detail. Proficient with MS Office. Ability to read and interpret electrical blueprints. Electrical systems and generators knowledge.

To apply: resumes@nixonpower.com

#### Sales Project Engineer

Nixon Power Services

Location: Lawrenceville, GA

Gather RFQ's. Estimate and prepare proposals. Support customers internal and external. Bachelor's degree from accredited four-year college or university; or two to five years related experience; or equivalent combination of education and experience. Project management or estimating experience with electrical contractor Switchgear experience desired. Excellent organization skills. Attention to

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#### EGSA JOB BANK

detail. Excellent verbal and written communication skills. Proficient with MS Office. Ability to read and interpret electrical blueprints. Electrical systems and generators knowledge.

To apply: resumes@nixonpower.com

#### Aftermarket Customer Service Manager

Nixon Power Services Location: Charlotte, NC

Responsible for the Service department's financial performance and operations; parts sales and operations; warranty administration; and inventory management. Recruit, train and manage staff including remote staff. Promote and lead the branch safety program. Associate degree (or equivalent professional experience) required; bachelor's degree preferred. Excellent written and verbal communication skills. Ability to manage multiple tasks concurrently. Experience with MS Office applications required; Crystal Reports and Great Plains Dynamics preferred. Clean driving and background record.

To apply: resumes@nixonpower.com

#### Field Generator Installers

Nixon Power Services Location: Lawrenceville, GA

Nixon Power Services is seeking qualified generator installers for our Atlanta area who would be responsible for the installation, maintenance and repair of engine/generator sets at customer location. Minimum qualifications are ability to read and understand technical drawings and specifications, electrical skills AC and DC required, mechanical, plumbing and carpentry skills. Prefer Incon, Kohler DEC5500 and DEC340 and ESD certifications. Clean driving record. Minimum of 2 years in electrical and/or mechanical installation. We offer a very competitive compensation package.

To apply: Send resume to resumes@nixonpower.com

#### Field Generator Technician

Nixon Power Services

**Location:** Mississippi/Louisiana

Nixon Power Services is seeking an experienced, advanced-level generator technician for our MS/LA area with the technical understanding of generator repair and operation to perform major repairs and installations of generators and related equipment. Technical school training and/or military training in vehicle or power generation equipment service preferred. Hold an OEM Certification for Industrial Generators and Automatic Transfer Switches or equivalent work experience. Clean driving record. We offer a competitive compensation package.

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To apply: resumes@nixonpower.com

#### Field Service Technician - Jenbacher Generators

Nixon Power Services Location: Louisville, KY

Nixon Power Services is looking for a technician in the VA/MD area. This technician possesses a high level of knowledge, dedication and work ethic required to quickly learn the GE Jenbacher engine driven generator systems, repairs and operations; that allows them to perform major repairs, overhauls and installations of engines, generators and associated equipment. 2-5 Years experience diagnosing and repairing gas fueled reciprocating engines and cooling systems. Clean driving record. Competitive compensation package.

**To apply:** Send resume to resumes@nixonpower.com or fax to 615.309.5839

#### **Outside Sales**

Nixon Power Services

Location: Winston-Salem/Greensboro NC Nixon Power Services has an immediate need for an Outside Generator salesperson responsible for products sales, aspects of new unit start-up, and preand post-sale customer relations. Previous generator sales and/or selling to electrical contractors and technical experience desired. 4 year degree and 2-4 years experience preferred. Clean driving record. Competitive compensation.

**To apply:** send resume to resumes@nixonpower.com or fax to 615.309.5839

#### Vice President, Sales

Nixon Power Services Location: Brentwood. TN

Nixon Power Services has an immediate need for a Vice President of Sales in our corporate office, located in Brentwood, TN. The ideal candidate will have extensive knowledge and at least 7 years of experience in sales management and the power generation product sales industry, as well as a bachelors degree from an accredited college. A clean driving record is required. We offer a very competitive compensation package.

**To apply:** Send resume to resumes@nixonpower.com or fax to 615.309.5839

#### Field Service Technician - Jenbacher Generators

Nixon Power Services Location: Baltimore MD

Nixon Power Services is looking for a technician in the Washington DC/Baltimore MD area. This technician possesses a high level of knowledge, dedication and work ethic required to quickly learn the GE Jenbacher engine driven generator systems, repairs and operations; that allows them to perform major repairs, overhauls and installations of engines, generators and associated equipment. 2-5 Years experience diagnosing and repairing gas fueled reciprocating engines and cooling systems. Clean driving record. Competitive compensation package.

**To apply:** Send resume to resumes@nixonpower.com or fax to 615.309.5839

#### **USA West**

#### Generator Service Technician

Collicutt Energy Services, Inc.

Location: Bay Area, California

Positions open for Industrial Generator Technicians. Minimum qualifications: 3 years experience working on industrial generators. General knowledge of electrical equipment related to emergency power generation. Have CAT, Cummins, Kohler, Detroit - MTU experience a plus. Clean driving record required. Please email resume for consideration.

To apply: mya.kohart@collicutt.com Application Deadline: 2013-06-01

#### Other

#### **Industrial Generator Sales Representative**

Collicutt Energy Services, Inc. Location: Honolulu, HI

Collicutt is accepting application for an industrial generator sales representative to represent the Hawaii territory. Requirement: Must have at least 3 years experience in selling power systems. Able to read generator specification. Able to communicate effectively. Collicutt provides exceptional benefits package. Please send resume for consideration.

To apply: mya.kohart@collicutt.com
Application Deadline: 2013-06-01

#### Manufacturer's Rep Seeking Principals

Leading Mid-South manufacturer's rep is seeking additional product lines. We have decades of experience in all aspects of the onsite power generation industry. We are interested in adding quality complementary manufacturers to our line of superior products serving the industry. Our record of outstanding success can help you achieve your sales and market share goals. Please respond if you have an area where you desire additional sales and market share.

Please respond to: J.Kellough@EGSA.org (Reference PLMJ13JB-1)

## **INDUSTRY NEWS**



## Doosan Portable Power Donates to Susan G. Komen for the Cure

Doosan Portable Power recently donated \$4,000 to Susan G. Komen for the Cure®, Charlotte Affiliate. Susan G. Komen is the leading breast cancer awareness and research organization in the U.S.

The donation is part of a broader effort by Doosan Portable Power to support Susan G. Komen and efforts to increase breast cancer awareness. In 2011, Doosan Portable Power created a line of pink products — a P185 air compressor, G25 mobile generator, and LSC light tower — which dealers had the opportunity to purchase in support of the cause.

Doosan Portable Power also offers a line of pink merchandise with 10% of proceeds benefitting Susan G. Komen for the Cure. To date, Doosan Portable Power donations have totaled more than \$10,000.

"We have so much appreciation for our community, and we consider it our responsibility to give back to those organizations that are helping increase the quality of life for our community members," said Shawn Sweet, President of Doosan Portable Power. "The individuals at Susan G. Komen are at work every day to ensure brighter, healthier futures for our mothers, sisters, aunts, friends; we are humbled by the opportunity to provide resources to such a great organization."

Between April 2012 and March 2013, the Charlotte Affiliate provided \$1.4 million in grants, supporting local programs that provide screening, education and treatment to women and men in its nine-county service area. Also, 25 percent of Komen's income supports ground-breaking breast cancer research studies, many of which are currently underway in North Carolina at UNC-Chapel Hill, Wake Forest University and Duke.

For more information please visit doosanportablepower.com.

## Doosan Portable Power Announce Promotions

Doosan Portable Power recently promoted two long-standing associates, Trayson Mathias and Josh Goodman, to new roles within the organization.

Trayson Mathias has accepted the position of Channel Support Manager, bringing extensive organizational and customer-focused experience to his new role. Mathias served as a District Manager for Doosan Portable Power Canada in Calgary, AB, for nearly five years, and prior to that, as an Application Engineer for Ingersoll Rand for two years.

In his new role, Trayson will be responsible for managing the complete customer order process, implementing and managing practices that help maximize positive customer experiences — from expressed customer need through product delivery. He will also provide support to national account sales managers serving North American rental accounts.

Mathias earned his bachelor of engineering degree with a specialization in industrial engineering from Ryerson University in Toronto. He also is an Engineer in Training with the Professional Engineers of Ontario.

Josh Goodman has accepted the position of Marketing Order Specialist, bringing more than six years of experience as a Lean Six Sigma Analyst for Doosan Portable Power to his new role.

In his role as marketing order specialist, Goodman is responsible for overseeing product delivery, enhancing customer experience and providing product specialist support, helping ensure the most efficient and effective order fulfillment process.

Goodman earned his associate of arts degree in business administration and management from Rowan-Cabarrus Community College.

"Trayson and Josh have been invaluable members of our team for a number of years," said Dave Stahlman, Vice President, Global Marketing at Doosan Portable Power. "They are exemplary examples of Doosan Portable Power team members — constantly evaluating and enhancing today's practices and products with our customers' needs in mind."

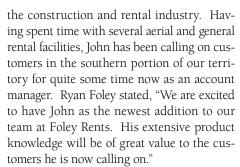
For more information please visit doosanportablepower.com.

#### John Buerkle Joins Foley Rents Team

Ryan Foley, Vice President of Foley Rents at Foley, Incorporated announced that John Buerkle has joined the company as a Rental Account Manager.

Manager.

Buerkle comes to Foley,
Inc. with over nine years of experience in



As a Foley Rental Account Manager, Buerkle will be responsible for all outside rentals of Caterpillar® equipment in Monmouth and Mercer counties in NJ as well as Richmond county (Staten Island) in NY. He will also be responsible for the sales and rentals of all allied equipment in the same territory, such as Terex Hydra Platform bridge inspection devices, Atlas Copco air compressors and Genie aerial lifts. "After months of training in both Caterpillar and Allied equipment, I am confident John has the tools he needs as Foley Rents continues to create customer experiences that create customers for life." states Foley.

Visit *foleyinc.com* for more information. ■

#### **MIRATECH Announces Appointments**

MIRATECH has appointed Tim Martin to a Project Manager position based in the company's Tulsa, OK head-quarters office. Martin will ensure congruency between MIRATECH proposals and



customer expectations and specifications in projects including catalysts, fabricated metal, installation and commissioning and start-up technical field service.

Prior to joining MIRATECH, Martin was Logistics Preconstruction and Products Liaison for Turner Construction of Brentwood, TN.

Martin has a B.S. in Mechanical Engineering degree from the University of Tulsa and is also a Leadership in Energy and Environmental Design (LEED) accredited professional.

MIRATECH has appointed Jeff Brown to its Strategic Account Manager position for the Houston, TX area. Brown will be responsible for developing and maintaining new and existing corporate level



relationships with MIRATECH customers involved in power generation and gas compression.

Prior to joining MIRATECH, Brown was

#### **INDUSTRY NEWS**

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VDO – A Trademark of the Continental Corporation Director of North American Sales and Marketing for EMIT Technologies, a natural gas engine emissions solution provider.

Earlier, he was Global Accounts Manager for Exterran Energy Solutions in Houston, a provider of services for natural gas compression.

Brown has a BA in Architecture from Drury University, a Masters of Architecture from the University of Houston, an MBA from the University of Houston and a Leadership Certification from Rice University's Executive Education Program.

MIRATECH has appointed Frank Reder to an Acoustic Engineer position. Based at MIRATECH headquarters in Tulsa, OK, Reder will be responsible for design, sizing and production of silencer



products and their integration with catalyst products, to achieve customer performance and cost objectives.

Prior to joining MIRATECH, Reder was Staff Engineer for Lewis B. Goodfriend and Associates, a New Jersey-based acoustical engineering consulting firm. Earlier, Reder was Acoustical Consultant for Hamilton Sundstrand where he designed a low-noise nozzle for the N2 delivery system of NASA's ORION Project.

Reder is a Magna Cum Laude graduate of the University of Hartford with a BSE degree in Acoustical Engineering and Music with a Mathematics Minor.

For more information please visit miratechcorp.com.

## EnerSys® Executive Receives International Human Resources Award

Sid Forrest, Vice-President of Human Resources for Ener-Sys received the HR Leadership Award for Global



HR Excellence on February 17, 2013 at the 21st World Human Resource Development Congress 2013 in Mumbai, India. His Excellence, Lyonpo Dorji Wangdi, the Minister of Labor and Human Resources, Bhutan, presented the award.

Forrest was invited to present at a Master Class Session at the Congress, which was attended by more than 1000 people from 88 countries. Forrest presented a Case Study on the strategic ten-year HR initiative that expanded EnerSys from a \$300M private US company to a \$2.2B publically traded world leader by way of 24 acquisitions over 10 years. He also joined with Citibank to speak about the implementation of a Global Rewards Program.

"This huge expansion, at such a fast pace, has made for very exciting times for our HR team worldwide, leading the strategic globalization and making EnerSys one unified company," said Forrest. "There is a high level of respect for the many different cultures of the employees worldwide who come together in a manner than encourages great teamwork and an environment of 'constructive conflict,' with 'destructive conflict' being totally unacceptable."

Forrest went on to note that the alignment of executive and senior management has been critical in making EnerSys one global company, with all the employees pulling the same way. This goal has been achieved through several human resources initiatives. First, great emphasis is placed on corporate governance, with managers signing off on compliance every year and all the employees being trained on the EnerSys Code of Conduct and Ethics every two years.

Second, compensation is inextricably linked with performance, with "pay-for-performance" being a key philosophy.

Finally, the company has developed a strong Succession Management program, with a culture for internal promotions wherever possible. This creates great opportunities for career advancement throughout the organization.

"Our company is fortunate to have Sid Forrest leading our HR Programs worldwide" said John D. Craig, Chairman, President and Chief Executive Officer of EnerSys. "Sid's experience and knowledge has been critical to the development and implementation of a consistent and uniform global strategy. This award truly recognizes the great contribution of the whole of the EnerSys HR team worldwide"

Forrest joined EnerSys in 2002 to lead the company's global integration. In addition to overseeing all the HR requirements of the 24 acquisitions, he has also been influential in the major restructuring of the company, streamlining operations worldwide.

Visit www.enersys.com for more information.



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